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SEEKS BIG DAMAGES.

KNICKERBOCKER PRESS BRINGS SUITS AGAINST THE ALBANY TIMES-UNION.

Wants to Recover \$160,757 from Governor Glynn's Paper for Publishing Derogatory Statements Concerning Its Circulation—Determination of Points Involved Are of Importance to Newspapers.

Two complaints in actions in the Supreme Court of New York State were recently filed in the Albany County Clerk's office by the Knickerbocker Press of Albany against the Albany Evening Union Co. of the same city. These complaints, together with the original filed Sept. 17, 1912, will bring to a test in the near future a condition which has for a long time been the despair of some publishers. The suit will establish whether or not a newspaper manager may publish in his own paper, or in any other manner, a statement calculated to throw doubt upon the circulation claims made by a rival or competitor.

It is probable that no such action has ever been had in this country, and it is, therefore, likely that a far-reaching precedent is about to be established. To belittle the circulation claims of a rival has been a favorite practice in the publication business. How safe it will be in the future the suit of the Knickerbocker Press is likely to establish.

Action No. 1 in the suit alleges that the receipts of the Knickerbocker Press from its circulation are insufficient to cover the cost of production of the said paper; that the main source of revenue is derived from the sale of advertising space, and that the publications of plaintiff and defendant are circulated in the same field.

OFFICE AD BASIS OF ACTION.

It is further alleged that the circulation of the Knickerbocker Press has been increasing, while that of the Times-Union has remained practically stationary. This is supported by a detailed statement of circulation of the two papers covering the period July, 1911-June, 1912, inclusive. It is shown that during that period the net paid circulation of the Knickerbocker Press increased at a rapid rate, whereas the Times-Union is alleged to have remained about stationary. The figures, in both instances, are given from the report of the A. A. A.

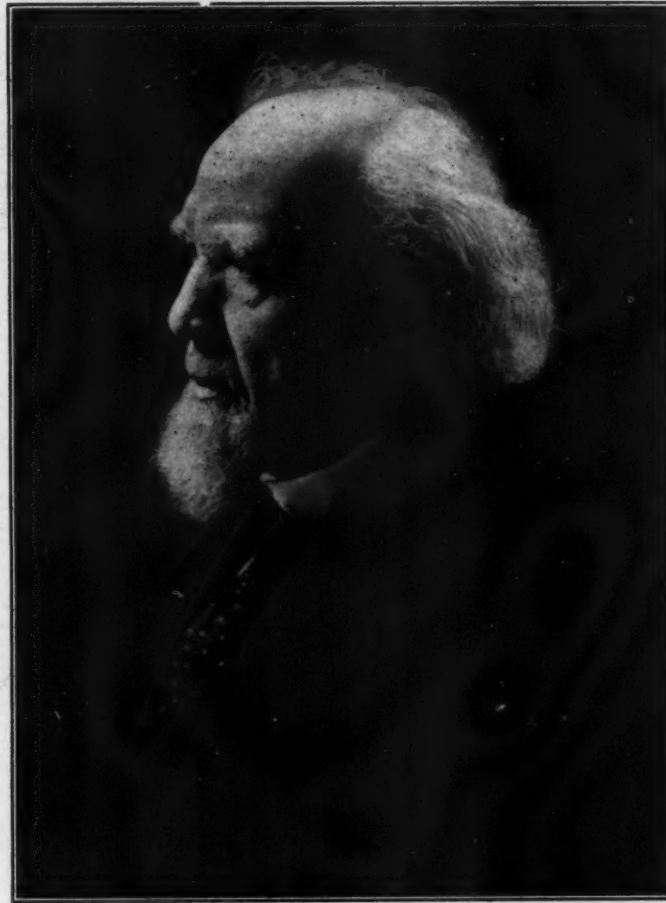
A further allegation is that the defendant for the purpose of injuring the business of the plaintiff had circulated through its officers and agents the statement that the circulation claimed by the Knickerbocker Press was not one-half of the amount claimed by the plaintiff, and that during the year commencing July 1, 1911, and ending June 30, 1912, the defendant had published every day in the Times-Union the "following malicious, false, defamatory and libelous matter:

"Five thousand dollars in gold is what the Times-Union will give any charity in Albany if the Times-Union has not a net paid daily circulation larger by 10,000 than the combined net paid circulation of all the other Albany dailies."

The complaint also sets forth the claim that there had been published in the Times-Union the following libelous statement:

"Nearly three times as many in city of Albany as our nearest competitor."

(Continued on page 230.)



LIBERTY E. HOLDEN, (See page 211.)

OWNER OF THE CLEVELAND PLAIN DEALER, WHO DIED ON TUESDAY AT HIS COUNTRY HOME IN MENTOR, OHIO.

CHICAGO DAILY PRESS SOLD. LONDON PAPERS PROSPEROUS.

L. V. Ashbaugh Transfers His Interest to Walter S. Rogers. George Newnes, Ltd., Pays 15 Per Cent. Dividend on Stock.

L. V. Ashbaugh, controlling stockholder of the Chicago Daily Press, has disposed of his interest in that paper to Walter S. Rogers, representing a group of Chicago capitalists. The Press was founded a little over a year ago and is the owner of an up-to-date and complete plant at Milwaukee avenue and Robey street.

In the first year of its existence the Press secured a substantial circulation and carried a large amount of business, both foreign and local.

New Afternoon Paper for Mobile.

The Mobile (Ala.) Post Publishing Co. was incorporated at Montgomery last week and will launch an afternoon newspaper to be known as the Mobile Evening Post. The capital stock is \$15,000, with \$10,000 subscribed. The incorporators are: W. P. Cothran, president; Charles H. Allen, vice-president and general manager; T. Douglas McMillan, secretary and treasurer, and Henry Tonsmeire.

Plan Italian Newspaper in Toronto.

The Corriere della Sera, or Evening Courier, is the title of an Italian newspaper which, it is promised, will soon make its appearance in Toronto, Canada. A company with a capital of \$40,000 has been organized to publish the daily. Vanni Oranova is the editor.

The circulation figures of some of the London dailies sound big to American ears. For instance, according to a certified report, that of the Daily Mail on Jan. 1, 1913, was 878,352 and on July 15, 918,954.

Reports submitted at the annual meeting of George Newnes, Ltd., London, show that the profits for the last fiscal year were £80,056, or £32,777 more than in 1912. Both circulation and advertising returns indicate marked increases.

Tid-Bits had a record year. A final dividend on the ordinary shares, making fifteen per cent. for the year was declared. Of the balance remaining after the payment of the dividend, \$25,000 was set aside as a "Dividend Equalization Account," which is to be divided among the shareholders whenever the board of directors think it desirable.

The profits of H. R. Barnes & Co., Ltd., owners of the Graphic, the Daily Graphic and the Bystander, for the past eleven months were £12,763, as compared with £8,010 for the previous year. A dividend of 10 per cent. has been declared.

Jack London's Country Home Burned.

The huge new country home of Jack London, the author, at Glenellen, Cal., into which he was preparing to move this week, was destroyed by fire last Saturday.

CALL STARTS SEPT. 1.

F. W. KELLOGG AND J. D. SPRECKELS ARE OWNERS AND OFFICERS OF COMPANY.

New Evening Paper to Have the Hearst Afternoon News Service—Mr. Kellogg to Be in Charge of Enterprise—Negotiations Leading to Sale of Morning Paper to de Young—Is Hearst Behind New Paper?

(Special Correspondence.)

SAN FRANCISCO, Aug. 28.—The Evening Call starts publication Sept. 1 with F. W. Kellogg, who owns 80 per cent. of the stock, as president and publisher, and John D. Spreckels, who owns 20 per cent., as vice-president and treasurer. The actual management and direction will be in the hands of Kellogg.

Mr. Spreckels, who is a man of large affairs in California railway, sugar shipping and newspaper circles, will lend strength to the enterprise because of his intimate knowledge of California conditions and requirements.

Mr. Kellogg is a practical newspaper man, who has been identified with newspapers all his life. He was with the Cleveland Press from 1884 to 1887, the Detroit News from 1894 to 1899, and one of the managers of the Scripps-McRae League in 1899. He then established some newspapers of his own, namely, the Omaha News in 1899, the St. Paul News in 1900 and the Minneapolis News in 1902. He purchased the Des Moines News in 1903 and established the Sioux City News in 1907. All of these papers were successful. Laurence V. Ashbaugh was associated with Mr. Kellogg as a partner in all these newspapers until 1909, when Kellogg sold controlling interest in them to Ashbaugh, but still remains director and stockholder.

For several years Mr. Kellogg tried to persuade Hearst to sell the Hearst service for a San Francisco afternoon newspaper, but the latter consistently refused, claiming that there were already a sufficient number of newspapers in San Francisco.

A few months ago De Young told Kellogg there were too many good morning newspapers, but there was room for improvement in the afternoon field. This suggested to Kellogg the idea of bringing about the sale of the Call to the Chronicle, thus eliminating one paper from the morning field, thus helping the Examiner, Chronicle and advertisers. Kellogg overcame Hearst's objection and secured the Hearst service for a six-day afternoon paper. Mr. Kellogg expects the Call to take first position in the afternoon field instead of third in morning, as formerly.

Mr. Kellogg secured the Hearst service with the express understanding that the Call be removed from the morning field. He then induced De Young to purchase the entire property from John D. Spreckels, the owner. He has purchased the entire mechanical plant of the Call, excepting a few presses retained by De Young, reserving the name of the Call for the afternoon newspaper.

Spreckels, upon learning of Kellogg's plan, asked for an interest in the property and also to be associated in the new publication.

It is rumored in New York that Mr. Kellogg has been acting throughout the matter as the representative of Mr. Hearst. It is believed that Mr. De Young has for years had a right to an afternoon A. P. membership.

WASHINGTON TOPICS.

John T. Suter Appointed Confidential Secretary to Attorney-General McReynolds—Mr. Johnson's Account of a Record-Breaking Hot Day with Candidate Bryan as Central Figure—Clever Ad by Washington Hotel.
(Special Correspondence.)

WASHINGTON, D. C., Aug. 28.—John T. Suter, one of the veteran newspaper workers of the capital and a native of Washington, has been appointed confidential secretary and assistant to Attorney-General McReynolds. Mr. Suter plans to take up his new work as soon as he can be relieved from his present position of correspondent of the Chicago Record-Herald.

Mr. Suter has been a Washington newspaper correspondent for more than twenty-five years, and during that time he has enjoyed the friendship and confidence of scores of public men. His popularity among the newspapermen was shown by his selection last year as president of the National Press Club.

As secretary of the standing committee of correspondents, with supervision over the Senate and House press galleries, Mr. Suter was delegated last year to superintend the seating of members of the press at the Republican convention at Chicago and the Democratic convention at Baltimore.

MR. SUTER'S CAREER.

Mr. Suter's work was so satisfactory that there were fewer complaints from the press than ever before as to the convention seating arrangements.

Mr. Suter started in newspaper work in Washington as a protegee of the late William E. Curtis, who was in charge of the Washington bureau of the Chicago Daily News before taking up feature writing. Later the News bought the Chicago Record, and Mr. Suter was placed in charge of the Record's Washington bureau. After the consolidation of the Record and the Times-Herald into the Chicago Record-Herald Mr. Suter remained with the Washington bureau.

He assisted William E. Curtis in the first international American conference out of which grew the Bureau of American Republics.

Mr. Suter is married and has three children. The family home is at 1642 Monroe street Northwest.

Generally speaking, New Haven, Conn., is not regarded as a very warm city, but Representative Albert Johnson, of Washington, publisher of the Daily Washington, at Holquiam, Wash., declares he once experienced a record-breaking day for heat there.

JOHNSON'S HOT DAY.

"About the hottest situation on the hottest day that I can remember occurred in New Haven, Conn., where I was managing editor of one of the papers there," he said. "It was the day our present Secretary of State, William Jennings Bryan, reached that city on his tour through the enemy's country in his first campaign for the Presidency.

"Mr. Bryan was due to arrive at 2 o'clock and to speak on the public green. His train was late and he arrived at about 3. The press time of the Register was 3.15. The editors of rival newspapers used a speech made in the forenoon by Mr. Bryan at Bridgeport, palming it off as his New Haven speech and putting the papers on the streets while he was speaking. I had decided upon a stenographic report of his address, and it was fortunate that I did so, for just as Mr. Bryan began to talk a thousand Yale students marched upon the green behind a band which was playing 'Arrah, Go On, You Are Only Foolin'.

"Mr. Bryan made a few remarks about '16 to 1' and was promptly advised by the thousand students, yelling in unison, to 'Go West, young man, go West.' Thereupon the Presidential candidate proceeded to give the college men a tongue lashing which was a classic. "The thermometer was about 99 in

the shade, and the silver-tongued orator of the Platte sent it up to 110. He boiled over. When he had finished his respects to the 'idle sons of the predatory rich' they were about as sheep's a looking bunch of students as one can imagine.

"If Bryan's temperature under his collar was 115, mine was 130. The reporters were coming in every five minutes with this red-hot speech, which we were throwing into type and rushing onto the first page. The report was too hot to cut off and it was press time.

TEMPERATURE AT 145 DEGREES.

"The proprietor of the paper came rushing in, complaining that the rival newspaper was getting all of the street sales, and threatening to fire me for general bad management. That sent my temperature up to about 145 degrees. If there is one place that is hotter than another on a hot day, it is the 'make-up room' of a daily newspaper, with molten metal all around. I tendered my resignation, but refused to quit until I had handled the Bryan incident according to my notions of news. Thereupon the proprietor's temperature went up.

"Finally at 2:30 the last reporter rushed in with the statement that Bryan had let up on the students and was devoting himself entirely to Wall Street, whereupon we clapped the first page onto the steam table, went to press and sold papers right straight up until midnight.

"I might add that the Press Association boys, who had been traveling with Mr. Bryan during his trip and were used to his 'standard' speech, had figured that nothing unusual would happen at New Haven, and were all lounging on his train at the depot when his 115 degree roast of the Yale students came off. Therefore my paper had a clean scoop that afternoon and the reporters sold accounts of the incident to the leading newspapers all over the United States."

Senator Myers, of Montana, has introduced a bill in the Senate to regulate the publication in newspapers of official land notices. The bill reads as follows:

"That whenever the law requires the register of a United States land office to publish a notice for a certain period of time in a newspaper to be designated by him, such publication may be made by publication each week, successively, in a weekly newspaper of general circulation for the prescribed period of time, or by publication once a week on some certain stated day of each successive week in the daily issue for such day of a daily newspaper of general circulation until such prescribed period of time shall have elapsed from the first day of publication in such daily newspaper."

WASHINGTON PERSONALS.

Ernest Hazen Pullman, of the Albany Knickerbocker Press, has returned from a visit to the home office.

Russell O. Beene is the Washington correspondent of the Chattanooga Times.

Jerome A. Cohen, of the office of the New York Tribune Bureau, and Miss Myrtle Wolfe, of Chicago, were married in Philadelphia last week.

N. O. Messenger, chief political writer of the Washington Star, has returned from Albany, where he went to report the Governorship mixup.

John E. Nevin, who covers the White House for the United Press, was assigned to Albany to write the political situation there and is now in Canada reporting the Thaw case.

Oliver Owen Kuhn, of the Oklahoma City Oklahoman, has returned after a two weeks' visit to his home in Indiana.

Theodore H. Tilden, of the Washington Times, is the acting president of the National Press Club, Mr. Suter having resigned the presidency when he accepted the private secretaryship to Attorney-General McReynolds.

G. S. Kauffman, better known as "G. S. K.," of the Washington Times, editor of the "This and That" column, is enjoying a two weeks' vacation.

ARNOLD AND SULZER.

Editor of Knickerbocker Press Declares He Has Sufficient Evidence to Indict J. J. Frawley, C. F. Murphy and Others—Effect of His Efforts Is to Increase Paper's Circulation—Much Quoted in Press.

Judge Lynn J. Arnold, the proprietor of the Albany Knickerbocker Press, spent the week at the Union League Club, New York. It is said that the judge's sense of fair play and judicial training prompted his support of the impeached Governor. It is a fact that he has been untiring in his labors, editorial and otherwise, in the Governor's behalf. He was much sought after by reporters and was quoted at length in the morning and evening papers.

Judge Arnold says he has sufficient evidence which he laid before the New York district attorney to indict J. J. Frawley, C. F. Murphy, Levy and others. He states that a Governor may be impeached only for official misconduct; that all the alleged Sulzer irregularity took place before he was elected Governor; that a Governor may not be impeached at an extraordinary session; that under the constitution the Governor, contrary to the opinion of legislative officers, may not be suspended until after trial and conviction.

Judge Arnold advertised the Knickerbocker Press in the New York papers as "New York's greatest newspaper" and had such an unprecedented demand from New York, Boston and cities throughout the State that he could not supply the demand. Circulation has been soaring rapidly and is now over 35,000 copies. He is printing hundreds of letters commending his course.

MR. HEARST'S LANCE LEVELED.

Keeps Wires Hot with Political Thought on New York Nominees.

During the past week William Randolph Hearst has been keeping the wires hot with the products of his political thought. Here is an excerpt from one of his hot wires from Los Angeles to New York:

The only way for the people to secure faithful public service is to remember and reward faithful public servants. The only way for the people to prevent unfaithful public service is to punish proven public traitors.

Consider the parable of the faithful and unfaithful stewards and act according to the Scriptural injunction, "To him that hath shall be given and from him that hath not shall be taken away even that which he hath."

Great criminal corporations, in politics for plunder, are the causes and the main beneficiaries of corruption in our public life. These powerful and unscrupulous institutions, seeking privileges, stealing franchises, debauching Government, maintain Tammany Hall and seek to control the opposition to Tammany Hall and to introduce into reform movements the stool pigeon of their selfish interests.

Our politics will never be purified until they are freed from this alien influence. If the people in rebellion against corporation domination intend to vote against McCall, how can they fail to also vote against McAneny and Prendergast, equally the agents of these greedy corporations and equally rewarded with remuneration for their public betrayal and their corporation service.

My lance is leveled. I intend to assail all public traitors, all corporation mercenaries, no matter under what banner the scarlet livery of their shameful services may be found.

Mr. Ridder May Run for Controller.

An executive member of the Gaynor campaign committee is reported to have made the statement this week that Herman Ridder, publisher of the New York Staats-Zeitung, would be one of the Mayor's running mates on an independent ticket. According to the informant, considerable opposition against Mr. Prendergast has developed among Mr. Gaynor's Republican friends, and the position said to have been picked out for Mr. Ridder is that of Controller.

Government Wants a Press Agent.

The United States wants a press agent to help boom the good roads movement, according to an announcement of the Federal Civil Service Commission Saturday. A trained newspaper man is preferred. The position will pay \$8 a day.

McCLURE'S SYNDICATE WINS.

The Concern Secures an Injunction Against H. H. McClure & Co., Inc.

Judge Weeks, in his decision handed down last week in the suit of the McClure Newspaper Syndicate against H. H. McClure & Co., Inc., for an injunction and an order to punish for contempt of court, said:

The affidavits clearly show a deliberate attempt to avoid compliance with the terms of the interlocutory judgment herein and to deprive the plaintiff of the benefit thereof. The original letters constituting the contract in relation to "O. Henry's Masterpieces" should have been delivered to the plaintiff, and the defendant should have notified "Seth Moyle, Inc.," of the transfer of said contract to the plaintiff, and the proof sheets of the O. Henry series should have been delivered to the plaintiff, so that plaintiff would have been in a position to avoid a breach of the contract. The defendant is in contempt of court and a fine of \$500 is imposed. In view of the insolvency of the defendant, which is not denied, plaintiff is also entitled to an injunctive relief asked for. Motion granted, with \$10 costs. Settle order on notice.

The injunction granted restrains the defendant from paying out or otherwise disposing of any moneys until the entry of the final judgment and directs it to turn over to plaintiff all contracts, correspondence, papers, books, proof sheets, illustrations and all other material and effects, in addition to complying with the terms of the above quoted decision.

MRS. PULITZER'S ANSWER.

Claims 600 General Electric Shares as Part of Trust Fund.

Mrs. Kate Davis Pulitzer filed an answer yesterday to the suit brought by the executors of the will of her husband, the late Joseph Pulitzer, to determine the construction placed on various testamentary clauses. The suit, it is understood, is entirely of a friendly nature, having for its sole end the settlement of the late newspaper owner's estate.

In her answer to the executors' suit Mrs. Pulitzer lays claim to 600 shares of the General Electric Co., which she says were paid as a bonus on 2,000 shares included in a trust fund of which she is a life beneficiary. Under the will of her husband the executors were directed to set aside funds to the extent of \$2,500,000, the income from which was to be paid to his widow. Mrs. Pulitzer states that the executors placed in this fund the 2,000 shares of the General Electric Co., and that subsequent to their action the bonus of 600 shares was declared. This bonus she claims as part of the income from her trust fund.

Asks Damages from State Officials.

The second suit for damages, resulting from the temporary suppression of the Huntington (W. Va.) Socialist and Labor Star under orders of Governor H. D. Hatfield, during the reign of military law in the Cabin Creek district, was filed in Circuit Court last week. Wyatt H. Thompson, editor of the paper, claims \$25,000 damages from the Governor and the State authorities. The action is based upon the arrest of Mr. Thompson at the time the paper was suppressed. The first suit growing out of the temporary suppression of the paper was filed by the Socialist Printing Co. for the same amount, damage to the plant being alleged.

To Sell Pre-canceled Stamps.

Postmaster General Burleson has signed an order which provides that pre-canceled postage stamps may be sold to the public, on and after Sept. 16. They have printed upon them the name of the post office before they are sold. Such stamps will be valid for postage on second, third and fourth class mail, and merchandise or parcel post matter, but not on letters or other sealed mail matter. The stamps will be recognized only at the office named on them.

Calgary Albertan Reduces Its Price.

The Calgary (Canada) Morning Albertan reduced its price last week, and will hereafter be sold on the streets at one cent. This is the first paper in Western Canada to be sold for one cent.

CHICAGO HAPPENINGS.

Writers' Guild Entertains Press Humorists—Jason Rogers to Address Inland Editors—Tattler Co., New Ad Firm—Tribune Photographers Exonerated—Clare Briggs' Cartoons—Press Club Nominates.

(Special Correspondence.)

CHICAGO, Aug. 27.—Members of the American Press Humorists' Association spent Sunday here as guests of the Writers' Guild. They were en route to their annual convention, held this week at Peoria. They made their headquarters at Hotel Sherman, where a reception was held. A luncheon was given for them at the Press Club and later they were taken to the water carnival. They left for Peoria Monday morning.

Announcements are out for the autumn meeting of the Inland Daily Press Association, to be held here Sept. 16. Jason Rogers, publisher of the New York Globe, is down for an address.

The Newspaper Delivery Wagon Drivers' Union, No. 706, whose members were engaged in the newspaper strike a year ago, has withdrawn from the Chicago Federation of Labor, owing to serious disagreements with other unions.

The Tattler Publishing Co., capital \$2,500, has just been incorporated to do a general advertising business, by Herbert C. Duce, William H. Williamson and C. M. Williamson. Mr. Duce was formerly a well-known theater manager here.

Bertram H. Yarwood, of the Record-Herald, has been recreating at Mackinac.

Four employes of the Tribune, who were arrested for being mixed up in the affray in which a man was shot recently, were discharged by Judge Fisher, who ruled that they could not be held merely for photographing a gambling house, which act brought on the trouble.

Dr. A. E. Winship, editor of the Journal of Education, Boston, is here this week as a lecturer at the Cook County Teachers' Institute.

Clare Briggs, the Tribune cartoonist, has collected a lot of his cartoons and had them published in book form. The volume is entitled "Oh, Skin-nay!" W. D. Nesbit has written appropriate verses accompanying the pictures. The cartoons are mostly those of boy life in a country town, which have appeared regularly for a good while in the Sunday Tribune.

Harold Heaton, the Inter-Ocean cartoonist, is playing on the local vaudeville stage just now in a playlet written by himself.

The Press Club of Chicago is about to hold its annual election of officers. Sunday it nominated candidates as follows: President, Walter A. Washburne; first vice-president, John R. Klæe; second vice-president, Robert W. Maxwell; treasurer, Frank Collins; financial secretary, Dr. William F. Nutt; recording secretary, J. H. Ashley.

Louise Llewellyn, a former Chicago newspaper woman, has returned as a singer, after long study in Paris, and made an appearance here this week.

Press Humorists in Annual Council.

The American Press Humorists, an association composed of men who write the funny columns in the newspapers, met at Peoria, Ill., Monday for their tenth annual convention. The sessions will continue through Sunday. Peoria is the home of George Fitch, of "Siwash" fame, who is secretary of the association. Other officers are Edwin A. Guest, of the Detroit Free Press, president, and James Sullivan, of the Boston Globe, vice-president. A full report of the proceedings, written by an officially designated press humorist, will appear in our issue of next week.

The White Plains (N. Y.) Record has moved its plant into the new Marion building. It is adding new mechanical equipment.



FRANK D. WEBB

(See page 212.)

ADVERTISING MANAGER OF THE BALTIMORE NEWS.

OHIO'S NEW LIBEL LAW.

Violators Subject to a Fine of \$1,000 Upon Conviction.

When a newspaper in Ohio publishes a false statement concerning any individual or association of individuals, it must, upon demand, print in the next issue, or within forty-eight hours of its receipt, an article containing a true statement of the case.

This article must be printed without any alterations whatever; must appear with headlines of equal prominence, and in the same place as the libelous article, and must be sworn to by the person offering it, and the newspapers cannot be held liable in any civil or criminal proceedings for anything contained therein.

The newspaper company refusing or failing to print such an article may, upon conviction, be fined not exceeding \$1,000, and the person responsible for such refusal fined not exceeding \$500.

A fine not exceeding \$500 or workhouse sentence not exceeding six months, or both, is provided for any person who furnishes a news item to a newspaper knowing at the time that it is untrue. Governor Cox, who signed the new law, is proprietor of two Ohio dailies.

CHANGES AT CUMBERLAND.

Carter Field Resigns from the Press and Journal to Go to Washington.

After having built the circulation of the Cumberland (Md.) Press and American up from 2,150 on March 26, when he took the management of the paper, to more than 3,000, Carter Field has resigned to go back to the Washington Times, with which he was formerly connected, and resume editorial work for that paper.

A new syndicate, headed by Henry J. Glick, takes over the paper, with sufficient confidence in its ultimate success to put in a new Hoe press and two more linotype machines, besides reconstructing the present building and installing considerable other machinery to make possible the publication of a paper big enough to carry the ads.

Prior to becoming manager of the Press-American, Mr. Field had been city editor since its inception.

It is understood that C. M. L. McDermott, until recently managing editor of the Times, has been selected as managing editor of the Press. Mr. McDermott has had wide experience in the newspaper field and is a prominent lodge man. Frank L. Gearly will probably continue as business manager and Warren B. Heilman as city editor.

Pittsburgh Sun's Mermaid Meet.

The second annual Mermaid Meet was given by the Pittsburgh Sun at Lake Elizabeth Aug. 23. More than 200 girls and boys took part in the swimming races, while 7,000 proud parents, friends and spectators looked on. Every year the Sun gives this event, which affords an outing for the orphan and crippled children of Pittsburgh. On a large platform anchored in the center of the lake were presented a number of entertaining features, including a group of Iroquois Indians, who, in their feathers and paint, gave their war songs and dances. One of the chief sporting features of the program was the contests for the 50 and 100 yards swimming championships of Western Pennsylvania.

Italian Newspaper Moves Uptown.

L'Araldo Italiano, the New York daily, which has been located for twenty years in the vicinity of the civic and court house center, has taken new quarters at 147 West Twenty-eighth street, to make way for city improvements.

DEATH OF LIBERTY E. HOLDEN.

Proprietor of the Cleveland Plain Dealer Passes Away at His Country Home.

(Special Correspondence.)

CLEVELAND, O., Aug. 26.—Liberty E. Holden, owner of the Plain Dealer and the Hollenden Hotel, died to-day at his farm at Mentor, O., in his eighty-first year. He had been in feeble health for several years and left the management of the Plain Dealer entirely in the hands of Elbert H. Baker, general manager.

Mr. Holden was born in Raymond, Me., June 20, 1833. He graduated from the University of Michigan in 1858 and was given the degree of A.M. in 1861. He studied law and was admitted to the bar. He was professor of rhetoric and English literature in Kalamazoo College, Michigan, from 1858 to 1861. In 1862 he moved to East Cleveland.

The foundation for his fortune was made in real estate in this city. He became heavily interested in mines in Utah and was actively engaged in their development until 1893. He was president of the Hollenden Hotel Co. and the Plain Dealer Publishing Co. and was interested in a number of banks and land companies.

Mr. Holden was trustee of the Western Reserve University, a former trustee of the First Unitarian Church, chairman of the building committee of the Cleveland Museum of Art for several years and took active part in various associations organized for municipal uplift. He was a member of several social clubs of this and other cities, was at one time president of the Union Club and for several years was Mayor of Bratenahl. He was greatly interested in the development of Cleveland's magnificent park and boulevard system, and was a member of the Park Board which planned and carried out the greater part of the work.

The Plain Dealer, morning and Sunday editions, was founded by Mr. Holden in 1885. Under his direction it became the leading daily newspaper of Cleveland and, with one exception, the most influential in the State. Owing to advancing years and feeble health Mr. Holden had for some time previous to his death been unable to give his paper much personal attention.

An editorial in the Plain Dealer tomorrow will state that Mr. Baker will continue as general manager, and that there will be no change in its editorial or business policy.

END OF MAGAZINE TRUST CASE.

Periodical Clearing House Virtually Dead When Suit Was Started.

Two months ago the Government began suit under the Sherman Anti-Trust law against the Periodical Clearing House, composed of the leading magazine publishers. In addition, a number of magazine firms and individual publishers were made defendants. The object was to secure an injunction from the courts enjoining the defendants from continuing the "trust."

On May 29 the Federal District Court of New York issued a decree dismissing the case. As the Government did not make an appeal within the statutory sixty days, the action is now ended.

It appears that the Periodical Clearing House was on its last legs when suit was instituted, as it had proved "useless and impracticable." It was originally started to correct agency evils.

Company to Publish Ready Prints.

The Publishers Press Co., of Toledo, O., has been incorporated to take over the business of the Ohio Advertising Co. and to furnish ready prints for fifty rural newspapers of northwestern Ohio and southern Michigan. Half of the papers getting the service will be printed in Toledo, and the company will add new machinery to do this work. The capital stock of the new concern is \$10,000. The incorporators of the company are R. C. Spohn, L. H. Woods, John F. Swalley and others.

MADE MONEY EARLY.

How Frank D. Webb of the Baltimore News Got His Start in Life, First as a Writer and Then as an Advertising Man.

One of the younger newspaper advertising managers who has recently been attracting the attention of newspaper publishers is Frank D. Webb, of the Baltimore News. Mr. Webb has been in charge of the advertising of the News since 1909. At that time the paper was losing ground with seven days of issue, against six when it passed into the ownership of Frank A. Munsey in the fall of 1908.

Webb had been on the advertising staff six months when he took charge of the department. He reorganized the staff, inspired his associates with his own enthusiasm, and started in on an energetic campaign for more business.

In just two months the receipts from advertising had increased for the six week-day issues until they were ahead of the previous year's record, with the Sunday as extra. In 1910 the News gained 1,750,000 lines over 1909. This is said to be the largest increase in business made by any newspaper in the world for the year. In 1911 a gain of 750,000 lines was recorded, and in 1912 850,000 lines on top of that.

In the late winter of 1912 William C. Reick, the new owner of the New York Sun, offered Mr. Webb the advertising management of that newspaper at a much greater salary than he was receiving on the News, but the offer was declined.

SOME INTERESTING FACTS.

When Mr. Webb was in New York last week he told me some interesting facts concerning his start in life that ought to be helpful to the young men who are now beginning their careers.

Mr. Webb was born in Lima, Ohio, Feb. 4, 1881. Two years later his parents moved to Staunton, Va., where his father, who was a musician, became the director of the School of Music at Stuart Hall. Young Webb entered the Virginia Polytechnic Institute in 1898, where he studied electrical engineering for three years. At the end of this period he discovered that engineering did not appeal to him as a life work and became a member of the editorial staff of the Manufacturers' Record, where he lasted eight months.

His next position was on the old Herald, of which Frank P. Peard was manager, as special writer and editor of the Young Folks' Herald, a Sunday feature.

TOOK UP ADVERTISING.

During these early years Mr. Webb had been urged several times to take up advertising work, but he had always fought shy of the proposition. When his health broke down and he was threatened with lung trouble, while he was still on the Herald, he went up into the Blue Ridge Mountains and farmed 200 acres of land for nearly five years. On his return to Baltimore, "as strong as an ox," he concluded to follow the advice of Stuart Oliver, general manager of Mr. Munsey's News, and became a member of its advertising staff.

Webb's earlier experiences in earning money are worth repeating for the benefit of other young men. It was while he was still a student that he struck an idea that proved profitable. He owned a bicycle and a kodak, which he decided should earn him money. He took trips along the country roads leading to Staunton and made pictures of the farmers' families and their homes and sold copies of them to the farmers. It required tact and diplomacy to get the women folks to pose, as they invariably insisted on putting on their best bib and tucker before they were snap-shot.

WORKED WHILE AT COLLEGE.

Young Webb found the work congenial and remunerative. He gradually widened the field of his operations until some of his trips took him a hundred miles from home. Often on returning from a delivery trip he would bring

back \$150 in small silver and dollar bills as the result of the sales of pictures. During this period he earned an average of \$25 a week.

While in college Webb sold shoes, kodaks and supplies to his competitors, who had entered the field in considerable number. He also worked up a chain of newspapers for which he became the Virginia Polytechnic Institute correspondent. The list included the Richmond News, Lynchburg News, Petersburg Index Appeal, Norfolk Virginia Pilot, and New York, Philadelphia, Baltimore and Washington dailies. He managed to write so much stuff that helped advertise the institute that the president of the college put him on the pay roll, and when he received an offer from the General Electric Co. at Schenectady to go to work for it his salary was doubled as an inducement for him to remain. As a result of the good work done by young Webb the matriculation in two years jumped from 300, which it had been for years, to 700.

Mr. Webb is one of the promoters of the new association of newspaper advertising managers, which, it is hoped, will be organized this winter. Thus far he has received nearly one hundred replies to letters sent out to leading managers asking for an expression of opinion regarding the project, nearly all of which have been of a favorable nature.

F. L. B.

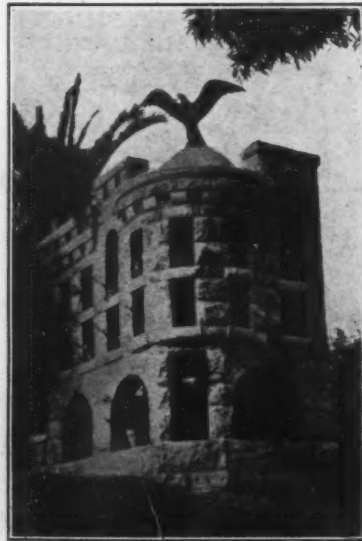
Shonts Quite Fond of Editors Now.

The prompt first aid given by Alexander B. Moore, owner of the Pittsburgh Leader, and his wife, Lillian Russell, to Theodore P. Shonts when he fell under a train near Paris last week, has made the president of the Interboro Rapid Transit Co., sit up and take notice of editorial charity. Mr. Shonts now likes newspaper editors better, and under Mr. Moore's and Lillian's guardianship, may soon learn to love them. In bandaging his cuts and bruises, said Mr. Shonts, "a greater degree of charity was shown than is usually displayed by editors toward traction magnates."

Atlanta Ad Men Try Insurance Game.

French & Lochridge is the name of a new insurance agency organized in Atlanta last week by Thompson B. French and Clifford L. Lochridge, recently of the advertising department of the Atlanta Constitution. Mr. Lochridge has been with the Constitution thirteen years, his last position being assistant advertising manager. Mr. French joined the paper's staff eighteen years ago and since 1909 has been advertising manager. Both advertising men are well known in Georgia.

The Oldtown (Me.) Enterprise was, last week, damaged to the extent of \$2,000 in a fire which destroyed its plant.



REPLICA OF LOS ANGELES TIMES BUILDING.

NEW BOOK ON ADVERTISING.

Gerald B. Wadsworth Produces a Scientific Analysis of Its Principles.

THE PRINCIPLES AND PRACTICE OF ADVERTISING, by Gerald B. Wadsworth. Gerald B. Wadsworth, publisher, New York.

Many books on advertising have been written during the past decade, but none of them presents the subject in anything like the manner employed by Mr. Wadsworth in his new volume, "The Principles and Practice of Advertising." Other authors have told us generally and specifically how advertisements are constructed; have enumerated and analyzed the several mediums and pointed out their individual advantages; have described and itemized various advertising campaigns and have shown how notable merchandising successes have been achieved.

Mr. Wadsworth is the first, we believe, to attempt the herculean task of crystallizing the accumulated experiences of generations of men engaged in the handling of publicity the axioms and laws that govern the practice. It is a scholarly work—one that gives evidence of months, if not of years, of patient study and research.

The author has taken infinite pains to analyze and classify the principles involved. He has employed laboratory and other scientific methods for testing facts and theories that have accumulated as the result of experience.

Mr. Wadsworth describes his book as "a synthesis of advertising axioms and definitions." There is certainly no froth in it—no waste material. It is nothing but good red meat. It is certainly not the kind of a book you would want to pick up for an evening's relaxation, but rather one that demands the closest attention of a mind that is unweary and capable of sustained concentration. It is no reflection upon Mr. Wadsworth's book to say that it is not a work that will be popular with the rank and file of those who engage in writing, planning, placing advertisements or soliciting ads. It is rather a work that will be prized by those who are interested in the scientific analysis of the basic principles of advertising. If the mastery of its contents was made a requisite of an ad man's equipment for the business the number of those admitted to its practice would be woefully small, for the average man would quickly become discouraged at the intricate character of the task before him.

Mr. Wadsworth deserves credit for blazing the way in the new field of research. While his axioms and statements are clearly expressed, there are doubtless many persons who will take issue with him in regard to the accuracy of some of them. For instance, he says in his prologue that, "Results never prove or disprove the fact that advertising does or does not pay."

How, for pity sake, are we to determine whether advertising pays if not by the results? If we are not to get results of some kind at some time why spend money in advertising?

Can't Vote Scranton Tribune Stock.

A preliminary injunction was allowed by Judge Newcomb on Monday, directed against Edward A. Whitehouse, secretary and treasurer of the Scranton Tribune Publishing Co., to prevent him from voting 545 shares of the capital stock of the company at the annual meeting Tuesday. This stock is represented in certificate No. 24, held by Mr. Whitehouse.

Jewelers to Fight Fraudulent Ads.

The National Jewelers' Association, in annual convention at Chicago last Tuesday, inaugurated a campaign against "fake" advertising. The problem was outlined by A. W. Anderson, of Neenah, Wis., who said the easy way to solve the problem lay in State legislation, but that ultimately there must be a Federal law. He declared there are many farm papers which depend very largely for their income on fraudulent advertising, and thus the farmer is the greatest sufferer.

IN NEW YORK TOWN.

William O. McInerney, telegraph editor of the Evening Sun, has returned from a month's vacation in St. John, N. B.

J. L. Van Patten is again at the Tribune copy desk, after several years on the Christian Science Monitor, Boston.

Philip Speed, rewrite man on the Morning World, has gone to the mountains of Virginia for his health.

Alexander Mahoney, one of the financial editors of the Press, is on the vacation list for two weeks.

"Rube" Goldberg, cartoonist of the Evening Mail, returned on the Caronia last week with a trunkful of "I'm the Guy" drawings for Mail readers.

Geoffrey Parsons, an editorial writer on the Tribune, is spending his vacation in an auto trip through New England.

Frederick M. Knowles, city editor of the Evening Mail, begins a vacation trip through Canada Monday.

Peter F. Hughes, for some years editor of the Sag Harbor (L. I.) News, has joined the editorial staff of the Sag Harbor Express.

Fred Adams, of the city news association, is on a vacation up the State.

William A. Gramer, of the Evening Globe, dean of city hall reporters, is taking a two weeks' spell of "all play and no work."

Robert Adamson, secretary to Mayor Gaynor and well known as a former newspaper man, returned from Europe last Monday.

John E. Weier, city hall man of the American, is at Lake Caroga.

John Dillman has come back to the Brooklyn Eagle staff after a year's illness.

Refused Publicity, Man Drinks Acid.

Because the Xenia (O.) Gazette declined to publish a communication about his family troubles George Porter, a young man, committed suicide last week. Learning that his letter would not be given publicity, Porter declared the paper would publish something about him anyhow, and then drank carbolic acid. He is dying at a local hospital, but has accomplished his purpose.

R. J. Bidwell Co.

Representing the

Los Angeles Times

Portland Oregonian

Seattle Post-Intelligencer

Portland Telegram

Spokane Spokesman-Review

BANKERS' INVESTMENT BUILDING

Mezzanine Floor

742 Market Street, SAN FRANCISCO, CAL.

ADVERTISING RATES.

How to Figure Them Out for a Small Town Newspaper—Why So Many Country Publishers Are on the Ragged Edge of Failure—A Model Rate Card—Measuring the Cost of Production a Vital Necessity.

By J. B. POWELL,
Instructor in Advertising, University of Missouri.

When you make a real investigation of advertising rates in Missouri, you begin to feel that almost everybody has more horse sense about the cost of advertising and printing than the man who is in the business—the very man who is supposed to be an authority on it.

Why doesn't he find out what his paper costs and then put his rates where they will carry it and just a little more?

The best philosophy I have heard from a Missouri editor was during Journalism Week at the University last spring. It was from the owner of the Hume Border Telegram when he said: "I got to study the city papers and I found that when business is light they don't print so many pages. So when business is light in Hume, I cut her down to two pages—but I make money on those two pages."

COLD CASH ACCOUNTS.

Let me tell you, gentlemen, the cashier at the bank will treat you with a great deal more courtesy if you print four pages at a profit than he will if you print eight pages with an overdraft.

Now to specific cases:

You can't produce a four-page paper—if you value your time at anything—with a circulation of 1,500 copies—for less than \$30. You can't produce a six-page paper of 1,500 circulation for less than \$40. And you can't produce an eight-page weekly newspaper of 2,000 circulation for less than \$65 or \$70. Now if your advertising averages half the space, it shouldn't be very difficult to figure a profit on the job—for that's what your paper is. It's a daily or weekly job. Do you win or lose on it?

I know a man in this State who is printing a six-page, six-column daily at a cost of \$1,000 a month. He is running his advertising at the rate of a dollar an inch a month, or, to be exact, at the rate of \$0.088 an inch. His paper averages about half advertising, or a little better. His daily income from advertising is about \$15.

SOME PRACTICAL FIGURES.

His circulation income is practically nil, for the man from whom he purchased the paper had just held a contest and scraped the counter clean. But we will give him the benefit of \$10 a day circulation. This makes his total income not over \$25, but we will give him a little more and make it \$30. It still leaves him a deficit of \$10 a day, or \$260 a month, counting twenty-six publication days. I understand he brought \$2,000 to town when he came to this State—over and above the purchase price of the plant. According to the best mathematical probabilities, he will last just as many months as \$260 will go into \$2,000, with a couple of months leeway for possible overdrafts the banker will allow him.

IN A TIGHT BOX.

If he was getting 10 cents an inch he wouldn't be more than making a living, counting the depreciation on his plant, but he has forever foreclosed his future by cutting his rate to three cents an inch—for he will never get enough capital ahead to get sufficient circulation to justify a higher rate.

Here is where the psychology of a high advertising rate comes in: Did you ever stop to think that we don't care nor appreciate that which comes to us free or nearly so? If we purchase a hand-saw at the 10-cent store we don't care whether the kids saw nails with it or not. But if we pay our Keen-Cutter dealer four dollars for a

(Continued of page 214.)

Over 1,750,000 People

an average state's population condensed into a city, with a minimum number of dealers, a minimum number of 'mediums and advertising expense.

That's Brooklyn

New York's Great Select Home Section. Don't Overlook It

in planning your advertising campaign for the ensuing year. It is a grave mistake to think that this fruitful home field can be satisfactorily covered without a Brooklyn newspaper—the medium that goes right into the home, where it establishes for itself the closest possible relationship and confidence.

For 71 years the Brooklyn Daily Eagle has been the representative newspaper of Brooklyn and Long Island. Eagle readers represent a purchasing power that is tremendous.

Of all the Daily Newspapers in Greater New York the Eagle Stands Second in Volume of Advertising Carried.

The Brooklyn Daily Eagle

BROOKLYN, N. Y.

RULES FOR CORRESPONDENTS.

List Employed by the Baltimore Sun's Sunday Editor.

Some of the publishers who read the EDITOR AND PUBLISHER have trouble with their country correspondence. The persons who send in their weekly budget of neighborhood news often fall down because they have not been told how to handle their contributions. Henry Edward Warner, Sunday editor of the Baltimore Sunday Sun recently prepared and sent to each of its correspondents the following list of rules for their guidance. It contains so many valuable suggestions that we produce the list for the benefit of our readers who may want to use it in their own field:

If a great deal of your matter is not printed it is because it is not properly written. The Sunday desk has not time to rewrite and rearrange copy; therefore, please strictly adhere to these few simple rules and help both us and yourselves. This answers several complaints we have received from those who find their copy cut.

1. In listing hotel arrivals do not go back of the current week; that is, where you left off the week before.
2. Give all the arrivals from any one place in a single paragraph, as: "Baltimore—Messrs. and Mesdames John Smith, Harry Black and Thomas Brown; Misses Edith Stowe, Eleanor McDonald; Messrs. George C. Brown, Herbert Spencer," etc. Washington—(Same style). Belair—(Same style.) Hagerstown—(Same style.) This will save 70 per cent. copy reading! And when it is difficult to read copy in our limited time we simply throw it in the waste basket.
3. Do not abbreviate Christian names, as Wm. for William, Thos. for Thomas, etc. We have to ring them or write them out, and that all takes valuable time.
4. Do not exploit any single hotel. The Sunday Sun is willing to give the news, but positively will not devote its news columns to free advertising. Mention of hotel names is perfectly legitimate when such mention is part of the news fact. We want summer resort hotel arrivals from our field.
5. Whether we're wrong or right, we do not believe the fact that an individual took an automobile ride or went somewhere on an excursion for one day, is of the slightest news interest, and although we've been indulgent in the past, in the future it will be cut out of all copy.
6. DON'T write on both sides of the paper. That is a more common fault than you may imagine. It means that one side will be used and the other side will be cut out.
7. Write your copy with typewriter if possible, or with black ink or good pencil and leave ample space between lines for necessary interlineation. If we cannot edit a line we simply cut it out, and that cuts your space.
8. DON'T use the prefix Mr. before men's names; use Messrs. before a group; Messrs. and Mesdames before group of married persons; Misses before group of unmarried women; When names are in numbers never give each name separate prefix.
9. DON'T ring the changes on one man, as—First week: "Mr. Brown will visit;" second week: "Mr. Brown is visiting;" third week: "Mr. Brown has gone home;" fourth week: "Mr. Brown is home." Mr. Brown must weary of such close surveillance, and we don't want to tag him everywhere he goes.
10. FINALLY: Out-of-town and summer resort copy MUST be in the office not later than Thursday Night. Copy arriving later will not be printed. Do not address communications to individuals—address it to Sunday Editor, The Sun, Baltimore, Md.

SUGGESTIONS.

For convenience in handling, we would prefer that you write on paper 8½x11 inches in size or as nearly that as possible.

FOR SALE CHEAP

ONE GOSS COMET

4, 6 and 8-page Flat Bed Press, nearly new.

ONE 20-PAGE HOE

(No. 2 supplement) Press, Rebuilt 1910. Stereotyping outfit included.

ONE GOSS STRAIGHTLINE

22-page Press. Color attachment. Complete stereotyping outfit.

ONE GOSS

Straightline 22-page. Color attachment. Complete stereotyping outfit.

ONE GOSS

Straightline 48-page Press. Color attachment. Complete stereotyping outfit.

Address

DUPLEX PRINTING PRESS COMPANY
Battle Creek, Michigan.



F. W. HENKEL.

SPECIAL REPRESENTATIVE, OF CHICAGO.

We always want a genuinely good feature story with illustrations from first-class circulation territory; but cannot, of course, accept until manuscript has been read.

We want the kind of stuff that interests the greatest possible number of readers in the most intimate way. Study your territory and maybe you can find a story that meets this requirement.

We do not want historical matter unless especially ordered, but will promptly answer all queries.

We especially want stories about the one thing of greatest importance and interest to your place, supplementing the news, such as a short story we are running on the new water works at Cumberland, the 100th anniversary of Port Deposit, etc. But such stories are not to be duplicated to any other newspaper in our territory.

Henkel Adds to His List.

Frank W. Henkel has been appointed Western representative of the Pawtucket (R. I.) Evening Times, with headquarters in the Peoples Gas building, Chicago. Mr. Henkel has been a special representative for four years. He has been engaged in the newspaper business for upward of fifteen years, ten of which were spent in circulation work on morning and evening papers. He takes particular pride in the fact that two-thirds of the papers now on his list did not have representation before he took hold of them. Among them are the Boston Record, Brooklyn Times, Waterbury American and Bridgeport Standard.

Chester Newspaper Plant Damaged.

The plant of the Chester (Pa.) Herald-Ledger, a weekly newspaper published by Mayor William Ward, Jr., and J. C. Taylor, was damaged by fire last week, entailing a loss of about \$2,500, partly covered by insurance.

The Marfa (Tex.) New Era and the Presidio County Light have consolidated.

ADVERTISING RATES.

(Continued from page 213.)

hand-saw we are careful not to let the wife saw the soup bone in two with it.

Exactly the same analysis holds good in advertising rates. The newspaper that cuts its space lower than its competitor thereby decreases its prestige and its value in the merchant's eyes. Merchants haven't much faith in the advertising value of a low-rate newspaper—for the main reason that it doesn't cost them much to buy its space. And the newspaper publisher that places a living rate on his space immediately lifts himself above his competitors. Because, back again to the hand-saw analysis, we respect that which costs us money and effort and we despise that which comes without much expense or effort.

Every newspaper must have a printed advertising rate card. This card should be on file with every merchant and advertiser in your paper. You will never build permanently for the future if you don't adhere to the rates on your card and give no one an advantage. I am a firm believer in the value of the sliding scale of rates for the small town.

For the daily, I would give my best rate to the man who would advertise with me every other day throughout the year—but I would give him no inducements to cause him to repeat the same copy.

For the weekly, I would give the best rate to the man who used a certain minimum each week—but I would charge him the same rate whether he repeated the same copy or not.

The man who advertises but once a year should have to pay his proportion of cost for your maintaining a paper for him to advertise in when he wants to.

When you go to St. Louis you pay

the street car company a nickel for maintaining a conveyance for you throughout the year. The man who lives in St. Louis and rides every day can get his tickets six or seven for a quarter. I don't believe a weekly newspaper of a thousand circulation can run advertising at less than ten cents an inch at a profit.

I don't believe a weekly newspaper of two thousand circulation can print advertising at a profit at less than fifteen cents an inch.

The honorable president of this association has the only printed rate card that I have ever seen from a weekly newspaper in Missouri—there may be more, but I haven't seen them. His rates are:

First 50 ins. in a year, an inch.....	25c.
Next 50 ins. in a year, an inch.....	20c.
Next 50 ins. in a year, an inch.....	17½c.
Next 50 ins. in a year, an inch.....	15c.
Next 50 ins. in a year, an inch.....	Free.
All over 250 ins. in one year.....	15c.

And this brings up a few remarks about the salesmanship of advertising. Do you go around to your merchants about Wednesday morning for Thursday's paper and say:

SALESMANSHIP OF ADVERTISING.

"Want to run an ad this week?" Or do you say:

"Well, shall I repeat that same ad again? It won't cost you but two dollars this time—you know, we still have the type standing."

The editor who solicits business this way is like the clerk who, after the customer has made a purchase, says:

"Nothing more to-day, Mrs. Jones?"

"No," Mrs. Jones says, "nothing more," and goes out, leaving the clerk to resume his siesta.

If I was running a store and one of my clerks said that to a customer I would fire him before he opened his mouth to drive another customer out of the store.

The good drummer briskly steps into the grocery store, buys a good cigar, hands another across the counter, passes the time of day, asks the merchant how business is going. Compliments him on his window display, asks him how Lenox soap is selling. Then he tells the grocer how Smith, over in another town, sells more soap than any other grocer in his town by doing it this way. Pretty soon Mr. Grocer has his head buried in the samples and is buying an order, when fifteen minutes before he wouldn't have thought of it.

CO-OPERATING WITH MERCHANT.

Why not go to your local jeweler this way:

"The school superintendent tells me there will be forty-eight high school graduates this year. Each graduate will get from two to a half-dozen presents. Here is a good advertisement along this line that I wrote for you. I got these cuts from the manufacturers, who were glad to lend them to you. I have left all the blanks open for you to fill in prices. Let's fix up a good window display of watches, rings, pins and other appropriate commencement gifts, and here is a good circular letter that I got up for you to send to the graduates and another for their parents. Let's tell them these gifts are just as good as Jaccard handles in the city. Now, let's send these letters, print this ad and make the window display all at the same time."

If the jeweler still holds back, show him some ads clipped from the city papers along the same line and get enthusiastic about it. Tell him he has a better chance at this business than the city merchant, because he is on the ground floor, where they can examine the articles, and, in addition, the people are all acquainted with him and have confidence in him.

Then you will see this jeweler beginning to have confidence in your ability to run a newspaper.

Show any man how to increase his business—how to make more money—and he's your friend forever.

The paper schedule of the tariff bill was considered in the Senate this week, but was not finally passed upon. No material changes were made in the rates.



The Knickerbocker Press LEADS ALL THE REST

For more than three years The Knickerbocker Press has published more news than any other newspaper issued in The Capitol District; more illustrations, more pictures and more cartoons than all combined. Within the past year it has superseded the New York newspapers in The Capitol District with the best class of newspaper readers.

For the Six Months Ending June 30th, 1913, The Knickerbocker Press Leads in Advertising

During those six months the advertising of the home merchants of The Capitol District was distributed as follows in the newspapers published in Albany:

THE KNICKERBOCKER PRESS	-	1,572,858 lines
Times-Union	- - - - -	1,512,910 lines
Journal	- - - - -	1,036,840 lines
Argus	- - - - -	322,448 lines

THE KNICKERBOCKER PRESS leads the Argus by	- -	1,250,410 lines
THE KNICKERBOCKER PRESS leads the Journal by	- -	536,018 lines
THE KNICKERBOCKER PRESS leads the Times-Union by	-	59,948 lines

Remember, The Knickerbocker Press Leads in All That Is Worth While!

The Knickerbocker Press

ALBANY, N. Y.

JOHN M. BRANHAM CO., Representatives

Brunswick Bldg., NEW YORK

Mallers Bldg., CHICAGO

Chemical Bldg., ST. LOUIS

ANALYSIS OF ADVERTISING PLANS.

Importance of Getting at the Central Idea Back of the Business to Be Exploited—The Part Played by Economic Laws—The Three Ends of Advertising—Limitations to Be Reckoned With.

By Paul T. Cherington

First among all the preliminaries of analysis in importance comes the necessity of squarely facing the central idea back of the business which is to be advertised. All human achievements originate in an idea, and none of them ever get any bigger than the idea out of which it has grown. Advertising successes are no exception. Many an advertiser wonders why his campaign fails to move, when he could find the complete explanation if he were to hunt for the central idea in his business.

If, for instance, I simply make up my mind to get rich out of the soap business, and if that is the central idea in my soap advertising campaign, I shall have extreme difficulty in making the consumers, on whom I must depend for success, feel very enthusiastic about me or my product. But if, on the other hand, I make it the central idea of my business to make and sell a better soap than ever before was made and sold at five cents, I have back of my business an idea big enough and square enough never to hamper my plans for development.

Furthermore, it should be remembered that ideas have a life history. There is nothing so rosy and reckless and irrepressible as a young idea. A young idea founded a new nation three months' sail away from civilization. A young idea made a nineteen-year-old girl a leader of the French army, and a young idea made a Corsican soldier the terror and admiration of the world.

POWER OF MATURE IDEAS.

But ideas do not stay young, and the mature ideas are the ones which, after all, rule the world. The real test of an idea comes not in the enthusiasm with which it is received when it is new, but with the years when it must hold its own against real opposition. And ideas grow old. The carping criticism of an old idea is a thing we all are familiar with.

The ideas upon which a business is built show the same processes of development. The industries and the businesses which we know to-day were practically all started small. If you show me an industry which started large I will send you to look for the transplanted ideas on which it is based. The idea back of any business started small and grew.

Before beginning an analysis, then, these two questions seem to call for a square facing. What is the central idea back of the business? And what is its moral life history?

CONFORMING TO PRINCIPLES.

Second, as a preliminary to analytical study of the selling problem, is the necessity of recognizing the existence of economic laws. The man who repudiated his belief in the laws of gravitation when he saw a balloon rising from the earth is no more foolish than is the business man who works out his business plans with the feeling that economic laws—the laws of supply and demand, the laws of diminishing returns and other established economic principles—do not apply to his business. Economic laws, to be sure, do not work directly, but they do always work surely. And plans which are in line with these laws are in the channel of success, and plans which are out of line with these laws are doomed to failure. We frequently hear a man say, "Yes, but my problems are peculiar." The probabilities are that he is allowing the two per cent. of peculiarity in his problems to obscure the ninety-eight per cent. of conformity to economic principles.

A third preliminary to successful analysis of commercial problems is the necessity of making and keeping a clear distinction between the means by which

the designed ends are to be obtained and the ends themselves. Normally, one does not advertise to raise either the artistic, literary or moral standards of

more, it can be made to serve as a means for learning what to avoid doing in working out plans and in executing them. Such an analysis can be to the advertiser what a budget is to a financier, or what the solar observation is to the navigator who adopts this method for correcting errors due to "drift."

The limitations of analysis are obvious even to those who never tried analytical methods. But it will serve as a guide to those who undertake work of this kind for the first time, to remem-

If we cannot always hit the bull's-eye, we neither stop trying nor do we move the bull's-eye. Outside of the features which we can know definitely and which we can calculate, there is a large group which we may as well face at the beginning as being unknowable. All of those features which involve personal element belong in this group, and they help to introduce an element of chance into the game of analysis which never allows the interest to flag.

Here is a list of four steps in analytical method suggested by A. W. Shaw, the editor of System:

1. Eliminate the personal equation. Look at your problem if you possibly can as an outsider would look at it, remembering that the man who wrote the best account of the street fight was the man who saw it from the roof.
2. Resolve your problem into its constituent parts and eliminate non-essentials. This calls, of course, for a good deal of skill in discriminating between essentials and non-essentials, but this is one of the features of analytical work from which the largest results can be secured by practice.
3. List the essentials.
4. View each element with an absolutely fresh mind. Forget, if possible, the traditions and peculiarities of your business and look at your problem as if you had never seen them before.

GOLDEN RULE FOR ANALYSIS.

If one were to give a golden rule for analytical methods covering goods, market and distribution system, it would sound almost like a frank paraphrase of the old jingle with which we started life:

"If you'd escape from costly slips,
Five things observe with care:
Of what you speak, to whom you speak,
And how, and when, and where."

Three references may be worth while for those of you who wish to examine methods of analysis which have actually been tried. A form and motive chart worked out by Carroll Murphy was printed in System for September, 1912, and was discussed in some detail by William Shryer, of Detroit, before the New York Ad Men's League and reported in full in Advertising and Selling for February, 1913. A chart for analyzing product, marketing and distribution method was prepared by A. W. Fowler, of the Printz-Beiderman, of Cleveland, and printed in Printers' Ink for Feb. 8 and 22 and March 14, 1912. The methods employed by the Armour Co. are described by the advertising manager of that concern in Printers' Ink for Jan. 23, 1913, and a very suggestive campaign employed by the Proctor & Gamble Co. in preparing the market for Crisco is described by J. George Frederick in Printers' Ink for Jan. 9, 1913.

Finally, let me leave with you one pedagogical injunction—do not let analysis become ingrowing. Analysis for the sake of bettering your methods, and avoid as you would a plague the insidious advances of the analysis habit which makes analysis the end and not the means.

Hawker Fails in London Mail Flight.

After covering 1,043 miles in his attempt to win the prize of \$25,000 offered by the London Daily Mail for a flight of 1,540 miles around Great Britain in a hydroaeroplane, and having broken all records for a flight oversea, Harry G. Hawker lost out against the elements Wednesday morning, when his machine was wrecked on the Irish coast. The aviator was only slightly injured, but his passenger, Kauper, was badly hurt. The Daily Mail, in recognition of Hawker's skill and courage, has made a special gift of \$5,000 as a consolation prize. Despite the fact that the flight was not a success, it is regarded as a splendid failure by a British aviator.



PROF. PAUL T. CHERINGTON,
AUTHOR OF "ADVERTISING AS A BUSINESS FORCE."

the community. Nor does one advertise for the gratification of personal ambition! nor does he advertise to disconcert his competitors. And yet if one examines carefully a good deal of the advertising put out he will find difficulty in establishing any explanation for the means used, except the explanation that the advertiser has allowed his means to fog his ends.

The ends of advertising are to sell goods, to make good-will, to supplement sales effort. And it is only by keeping these and kindred ends firmly in mind that many of the mistakes of modern advertising can be anticipated and avoided.

USES OF ANALYSIS.

These three points suggest something of the state of mind which it is imperative that the advertising analyst shall attain to before he can expect any form of analysis to be a success.

And now a word or two as to the uses of analysis when the analysis is undertaken in this spirit. Not only can an analysis of this kind be made to serve as a basis for all selling and publicity plans, but it can also be made to serve as a saver of waste motion by discovering what the scientific managers call "The one best way." And, further-

ber that under no circumstances can all features of an analysis be certain. A large number of elements in a campaign can be ascertained with almost complete certainty, and this number tends constantly to increase with experience. Certain aspects of the product, such as the rapidity of repetition of purchase, the cost of production under given circumstances, and even the approximate amount of profit, are capable of being definitely known, and so one can also know to a certainty a great deal about the size of his market, the character of his market and the kind of competition he can expect. And, just as surely as he can know a good deal about his product and about his market, he can also be reasonably certain about the main features of his distribution system.

CALCULABLE FEATURES.

But, outside of these ascertainable features, one must always recognize the existence of two other circles which always have a bearing upon the certain features and upon the analysis as a whole. The first of these represents a group of features which are calculable. The fact that these are not capable of definite ascertainment does not make it useless to attempt to calculate them.

LITTLE TALKS
BY THE WANT-AD MAN

The Stamp of HOE Quality

is shown throughout every progressive newspaper using modern

Hoe Presses and Improved Hoe Stereotyping Machinery

Such an equipment is the last word in up-to-date newspaper plants.

Here is a list of some of the newspapers in the United States and Canada that have ordered

HOE AUTOMATIC PLATE FINISHERS

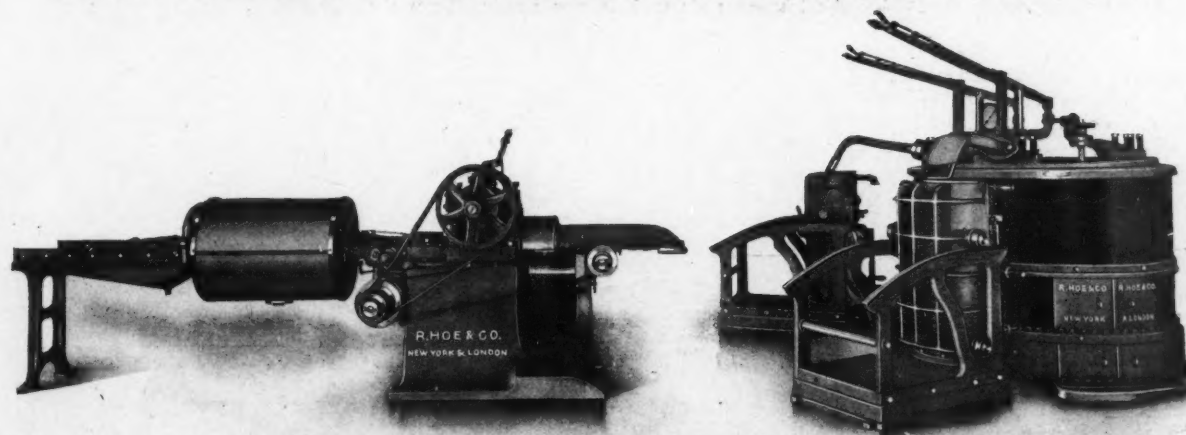
Albany Knickerbocker Press
Albany Journal
Albany Times-Union
Atlanta Journal
Atlanta Georgian
Birmingham Ledger
Birmingham News
Buffalo Courier and Enquirer
Buffalo Times
Buffalo Express
Calgary Herald
Chattanooga News
Chattanooga Times
Cincinnati Enquirer
Cincinnati Post
Cleveland Press (2 machines)
Cleveland Plain Dealer
Columbia State
Columbus Dispatch
Detroit Free Press
Detroit Journal
Evansville Courier
Fort William Times-Journal
Grand Rapids Press
Grand Rapids Herald
Hamilton Herald

Hamilton Spectator
Hartford Times
Harrisburg Telegraph
Haverhill Gazette
Houston Chronicle
Houston Post
Indianapolis News
Jacksonville Times-Union
Kansas City Post
Knoxville Sentinel
Lynchburg News
Los Angeles Examiner (2 machines)
Lynn Item
Memphis Commercial-Appeal
Montreal Gazette
Montreal La Patrie
Nashville Tennessean & American
New Orleans Picayune
New Orleans Item
New Orleans Times-Democrat
New Bedford Standard
Norfolk Ledger-Dispatch
Omaha Bee
Ottawa Citizen
Philadelphia Telegraph
Philadelphia Record

Philadelphia North American
Pittsburg Post
Reading Eagle
Richmond Times-Dispatch
Rochester Democrat & Chronicle
Rochester Union & Advertiser
St. Louis Post-Dispatch (2 machines)
Schenectady Gazette
Schenectady Union-Star
Scranton News
Seattle Post-Intelligencer
Sioux City Tribune
Syracuse Herald
Syracuse Journal
Syracuse Post-Standard
Tacoma Tribune
Taunton Gazette
Toledo News-Bee
Toronto Globe
Toronto Mail & Empire
Vancouver World
Victoria Colonist
Winnipeg Telegram
Winnipeg Tribune
Wilkes-Barre Times-Leader
Youngstown Telegram

The simplest, most efficient and most economical outfit for making curved stereotype plates.

YOU CANNOT AFFORD TO BE WITHOUT IT!



R. HOE & CO., 504-520 Grand St., NEW YORK

7 Water Street, BOSTON, MASS.

7 South Dearborn Street, CHICAGO, ILL.

120 St. James Street, MONTREAL, CAN.

109-112 Borough Road, LONDON, S.E., ENGLAND

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the
New York Post Office

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4880 Beekman. Issued every Saturday.
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



THE JOURNALIST, Established 1884. THE EDITOR AND PUBLISHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK LEROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

New York, Saturday, August 30, 1913

There is no calamity which right words will not begin to redress.—Emerson.

A SUGGESTION TO THE ADVERTISING CLUB OF TORONTO.

The Toronto Ad Club convention is a long way off, but it is not too early to begin talking over plans for its arrangements. A general impression prevails among the members of the Associated Advertising Clubs of America that there have been too many entertainment features offered by the local clubs of the several convention cities and that in future the number should be reduced to a minimum.

It is quite natural for the club that has succeeded in winning the honor of acting as host to this great and influential body of advertising men to do everything in its power to show the visitors the warmth and boundlessness of its hospitality. It seeks to outdo, in this regard, the efforts of all previous convention city clubs. This rivalry has led to the expenditure of large sums of money upon entertainments, thus placing upon the hosts a heavy and, some believe, an unnecessary burden.

The objection to the many entertainment features does not lie, however, in the cost, but in their demands upon the time and strength of the delegates. The convention proper calls for five full-day sessions. A large majority of the visitors attend all of the meetings—except when several departmental sessions are held at the same time. To require them, in addition, to attend four or five social or amusement functions during the evenings of the week is, to use a slang expression, "rubbing it in."

One of the most valuable features of these annual conventions is the opportunity they afford advertising men to personally meet and talk with each other. They get together in the corridors of the hotels or in the convention meeting rooms before the sessions open and converse upon matters of personal or professional interest.

These informal chats are often productive of important results. Advertising agents meet, in a social way, advertising managers from all over the country. They don't talk business—that is, the wise ones do not—but employ their time in getting acquainted and in exchanging views on the live topics of the hour. These acquaintanceships often ripen into warm friendships that in the end bring mutual benefits to both. It is an inspiration to meet and talk informally with the leaders of advertising thought in America, and nowhere else is it possible to come in contact with so many as at these conventions.

The entertainments provided at Toronto next year should not exceed two in number. The first, to be held on the opening night of the convention, might take the form of a reception given by the local club

to the visiting delegates. The second should consist of an automobile or street car trip about the city and its suburbs, in order to give the visitors a clear idea of the physical appearance of Toronto and its attractive features.

Advertising men do not go to conventions to see vaudeville shows or attend picnics—they have them in abundance at home. They do go, rather, to get helpful suggestions, to hear their business problems discussed, and to receive inspiration from the masters of the art of advertising. If the Toronto Advertising club will keep these facts in mind in preparing its arrangements for the 1914 meeting, it will win the approval of all the delegates who attend the convention.

THE MOOR HAS DONE HIS DUTY.

Like the famous Mauritanian who discovered that ingratitude is the way of the world, so certain newspapers are to-day making the awkward discovery that they have been used by the electrical interests. As long as it was possible to get press agent copy printed without cost the newspaper was the only medium in which public utility "advertising" could be done successfully. This gave rise to an institution commonly known as "the people's electrical page." On this were grouped very good arguments why electricity should be used for various purposes, and such electrical advertising as could be locally developed.

But "the people's electrical page" was antedated by, and coeval with, electrical press agent copy that found its way into hundreds of newspapers. Generally this was given publicity for the reason that it made good reading for the great number of persons who find electricity ever an interesting subject. Though editors knew they were boosting somebody's little game they were willing to help along this alleged infant industry to the best of their ability.

But to-day things are different. It is one thing to beg free space in a newspaper and quite another to pay for it. The magazines having always been closed to the press agent, no matter how meritorious the thing he boosted, will in future do for pay what the newspapers have in the past done for nothing. In the very nature of things, the advertising copy of the Society for Electrical Development must be along those "broad lines" which have been mentioned so often lately. In other words, the readers of magazines will see in them, as advertisements, what the readers of newspapers have been led to believe was news. Consistency is not alone a jewel with magazines, but also a reserve call on the bank rolls of those whose press agents they turn down.

That the electrical interests are about to take the bit between their teeth is now certain. Since the money they wish to spend in the "national magazines" is theirs, it would be unbecoming to censure them for the exercise of this very simple volition. Moreover, it would be undignified to plead with the promoters of this scheme. In addition there is at this time too strong a connection between electrical interests and magazine ownership to nullify intentions with the argument that the plan will bring no results.

To avoid similar experience in the future newspaper managers should make it their most important policy to refuse publication to all press agent matter. The plea that such publicity would have great value to the socio-economic whole is at best a piece of audacious hypocrisy. As long as public utilities are in the control of corporations whose directorates would put the serpent-headed Medusa to shame there will be no virtue in boosting anything except in the advertising columns.

Newspaper publishers should be thankful that the action of the Society for Electrical Development has shown them the light. The lesson is not a very gentle one. But it is effective, or ought to be.

EDITORIAL COMMENT.

The action of the members of the Fort Worth Ad Club in deciding to employ the symbol of truth appearing in the seal of the Associated Advertising Clubs of America on all advertising matter they write, as a hall-mark of absolute truth in statement, shows that at least one ad club intends to put into

actual practice the declaration of principles adopted at the Baltimore convention. Not only will the appearance of the emblem in an advertisement insure the reliability of the statements made, but it will also be the club's guarantee to make good any losses incurred through any misrepresentation designedly or otherwise made by its members. It is quite evident that hereafter the advertisements of the Fort Worth merchants will possess an added interest and have a greater influence than ever before.

The Christian Science Monitor, of Boston, has been sending to advertisers a series of bulletins telling of success that has been achieved through the use of its columns. Each bulletin gives a specific example. First the ad employed in the campaign is given, then the cost, and, finally, the result as attested by the advertiser in a letter to the Monitor. The scheme is a good one and is well worth adopting by other newspaper publishers.

Bill Wise, who talks now and then epigrammatically in crayon script on news print sheets—19x23½—to some advertisers, is the creation of Fleming Newbold, business manager of the Washington Star. "If I had a million dollars to spend in advertising," says Bill, "I would spend every cent of it in the daily newspapers."

The newspaper is not the repository of all wisdom. It is made by fallible human beings who may at times be wrong in their conclusions. The paper should champion that which it believes to be right, but it should be conservative. It should bear in mind that other people have rights.—Los Vegas (N. M.) Democrat.

IS FLAT RATE A FAIR RATE?

WAYNESBORO (PA.) HERALD.

THE EDITOR AND PUBLISHER:

I have been greatly interested in the arguments advanced in favor of the flat rate for display advertising, and must confess to a density too great to see the point so far as it applies to the newspapers of towns of from 10,000 to 100,000 population in which minimum advertising rates vary between three and thirty cents per inch.

I know a newspaper of 4,000 circulation that sells space at three cents. I also know one of 15,000 circulation that was selling space for thirty cents.

In our cost system we figure cost of selling, cost of serving and cost of collecting. The cost of selling varies according to the size of the contract and the period during which it is to run. Obviously, it costs less to sell a ten-inch space for one year to one patron than to sell it four times a year to four patrons.

The cost of serving is not a constant quantity. It costs us more per inch for composition in July and August than in March and April. We must pay for much "soldiering" in summer when advertisers run lighter copy than in the spring, when we have to push our compositors to their capacity.

The cost of collection is also variable. It requires just as much time to check a one-inch ad each day as to check a ten-inch. The bookkeeping operations cost practically the same.

These facts are in the experience of every newspaper publisher who has endeavored to analyze his costs.

Averaging costs is not fair to the large advertiser or the newspaper. The one-time advertiser takes a portion of the profit the business of the 300-time advertiser pays the publisher wherever the flat rate is employed on a small newspaper.

Our rate card is based on the variations we find to hold in the carrying of accounts of various sizes. We aim to give the small advertiser all the encouragement we can, but we don't believe it fair that we should be asked to share our profits with those who contribute the least towards the volume of our business.

H. B. REILEY,
Editor and General Manager.

PERSONALS.

Marse Henry Watterson, editor of The Louisville Courier-Journal, and his good wife spent the week in New York making purchases and preparations to sail to-day on the Emperor for an eight or ten months' sojourn in sunny climes.

Pleasant A. Stovall, editor of the Savannah (Ga.) Press, who succeeds Henry S. Boutell as United States Minister to Switzerland, presented his credentials to the President of the Swiss Confederation at Berne, Saturday.

Charles H. Grasty, proprietor of the Baltimore Sun, was a passenger on the Emperor, which arrived in New York Wednesday.

Norman E. Mack, proprietor of the Buffalo Times, arrived in New York on the Baltic yesterday after an extended vacation trip abroad.

W. R. Nelson, owner of the Kansas City (Mo.) Star, is one of the big farmers of Missouri, his Sin-a-Bar Farm, southwest of Gram valley, has about 1,500 acres and continues to grow in size.

Ogden Mills Reid, editor of the New York Tribune, starts to-day on his vacation at Camp Wildair, Paul Smith's, N. Y.

Andrew McLean, editor of the Brooklyn Citizen, has returned from a recreation trip abroad.

George Wheeler Hinman, former owner of the Chicago Inter Ocean, now president of Marietta College, Marietta, Ohio, is passing his vacation with the members of his family at La Jolla, Cal.

Lord Northcliffe, owner of the London Daily Mail, majority stockholder of the London Times and proprietor of fifty other papers and periodicals abroad, is on the Empress of Britain, sailing for Montreal. He will go to Newfoundland to look over some property there, but one of the objects of his trip is to be present at the golf championship in which English professionals will take part.

George Ade came in on the Emperor Thursday with impressions of folks in foreign places. He said he found a Berlin beer garden where hymn books were distributed by the waiters.

William M. Fullerton, formerly of the staff of the London Times, whose new book, "Problems of Power," has just been published is now in this country as a representative of the International Urban Exhibition, Lyons, France.

Ed E. Sheasgreen, associate editor of the National Printer Journalist, Chicago, is the author of "The Profitable Wage," a volume dealing with "the cost of the human machine," which is scheduled for publication the middle of November.

Mrs. Paul Hudson, wife of the publisher of the Mexican Herald, a Government-controlled newspaper, who is now in New York, sent for reporters Wednesday and told them the advice of President Wilson that Americans leave Mexico is all wrong. The only policy, she contends, and she has lived in Mexico seventeen years, is to recognize Huerta.

S. Hathkezima, the selling agent of the Kobe branch of the Asahi newspaper of Japan, is in New York studying the mechanical features of our newspapers.

J. P. Jaffray, for sixteen years editor of the Galt (Can.) Daily Reporter, has resigned to become Canadian Immigration Commissioner at Philadelphia.

John H. Murphy, editor of the Afro-American Ledger, Baltimore, was elect-

ed president of the National Negro Press Association at its recent convention in Philadelphia.

G. Ernest Jones, editor of the Clio (Ala.) Free Press, has been elected captain of the recently organized military company in that city.

J. Carnley, editor of the Elba (Ala.) Clipper, has announced his candidacy for Congress from the Third Alabama District.

Ed E. Leake, editor of the Woodland Democrat, took his oath of office last week as United States Appraiser in San Francisco.

James D. Magee, editor of the Bordentown (Pa.) Register, is a candidate for the Assembly of that State.

GENERAL STAFF NEWS.

Joseph Dean Hallday, a Chicago newspaper man and for the past eight months in charge of the Japan Advertiser at Tokio, arrived in Boston on the Indrakuala Sunday.

Charles S. Sherman, for eighteen years on the editorial staff of the Lincoln (Neb.) State Journal, has resigned to become editor of a newspaper at Red Lodge, Mont.

F. B. Nichols, formerly agricultural editor of the Western Fruit Grower and Farmer, has joined the editorial staff of the Capper farm papers of Topeka.

J. L. Boeshans, circulation manager of the Augusta (Ga.) Chronicle, is on a three weeks' trip to Ohio.

Clinton L. Chalfant, City Hall reporter for the Kalamazoo (Mich.) Gazette, who resigned because of ill health, has resumed his old position on the Gazette staff after a six weeks' fishing trip on Lake Superior, in Ontario.

Leon Pinkson succeeds W. H. B. Fowler as automobile editor of the San Francisco Chronicle.

H. R. McLaughlin has become city editor of the Sacramento (Cal.) Bee, succeeding Victor L. Short, resigned.

Through an error of a compositor the name of James S. H. Umsted, who has been appointed manager of the Statistical Department of Albert Frank & Co., appeared in last week's EDITOR AND PUBLISHER as James S. H. Winsted. Mr. Umsted, who for several years has been editorial manager of the New York News Bureau Association, is one of the best known financial writers in the Wall Street district.

Marion Lucas, city editor of the Savannah (Ga.) Morning News, is listed for postmaster of that city.

Important News from Joshua.

(From the Cleburne (Tex.) Review.)
"The editor of the Joshua Star went to Cleburne Wednesday and had a couple of teeth extracted."

ALONG PARK ROW.

The Publishers' Press has discontinued its night wire service.

It is whispered in the vicinity of Franklin's statue that the Tribune is going to put a lot of ginger into its columns this fall.

The uptown movement has not been considered by any of the big German dailies. They are all nicely housed in the "Swamp" and are perfectly contented with the old Dutch neighborhood.

It is estimated that something like ten thousand people watch the Sun's free baseball news daily. It shows every play and makes the old fashioned bulletin board a back number.

The World is making some improve-

ments on the apex of its dome. This refers to the building.

The Publicity Promoters have their eyes on McCall, Mitchell and Gaynor. Should be lots doing in the campaign line shortly.

"Yes," said the old reporter, as he stood talking to a friend where Andy Horn's used to be. "I had to quit the business."

"Were you getting too old to hustle?" asked his friend.

"Oh, no," he replied, "but my voice gave out. For the past six years I never wrote a story—telephone them all—and then my speaking tubes gave out."

"Katie," who was known to all newspaper men in years gone by, when she presided over her little restaurant in William street, and who died a few months ago, left all her nieces, nephews and cousins four thousand dollars each. The total sum they received amounted to \$60,000.

C. B. Ward has purchased ground at Liberty, N. Y., for a new building to be erected as the home of the Liberty Register.

Charles T. Murphy, (emphasis on the T), of the Mail, has returned from a bicycle trip through New England.

John H. Gavin, day city editor of the World, is on his vacation. J. Otis Swift is taking his place.

BROOKLYN PERSONALS.

W. I. Vanderpool has resigned his desk job on the Standard Union and gone into the insurance business.

Jim Hegney is still in charge of the Washington street branch office of the Times. The office is now given over to the advertising men, and the reporters have to do their work in Borough Hall or the Municipal building.

Frank Clifford, of the Eagle, has just recovered from a severe attack of pneumonia.

Julius Chambers is now trying his hand at syndicate work.

Thomas P. Peters, from editor and publisher of the Times, is now practising law in Manhattan.

A. E. Shufelt, the veteran copy eater of the Standard Union, is on a well-earned vacation.

John Harmon and Joe Early have already begun to think up stunts for the next meeting of the Anvil Chorus.

(For other Personals see page 221.)

ADVERTISING MEDIA

PUBLISHER'S NOTICE.

ADVERTISING RATES: Display, 15 cents per agate line; 95 per cent. discount on yearly contracts. Classified, 1 cent per word.

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row; The Woolworth Building; Times Building, Forty-second street and Broadway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.

RICH & McLEAN, New York.

\$8.00 YEARLY, BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. Clement Moore, Specialist, New Egypt, N. J.

SUCCESSFUL

capable and experienced daily newspaper publisher will use as much as \$150,000 cash as first payment on an attractive daily newspaper property. Proposition I. A.,

C. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

HELP WANTED

POSITION OF MANAGING EDITOR on one of the largest dailies of the Southwest open to a man possessing the capacity for properly filling it and who is also willing to invest \$5,000 or more in the stock of the company provided he is satisfied of the desirability of the investment. Position pays good salary. Want a man who will have a personal interest in the success of the institution. Address "D., 1076," care THE EDITOR AND PUBLISHER.

PARTNER WANTED.

I need the services of an advertising man or business manager of high character and ability who will join me in the ownership and management of a leading western daily of 40,000 circulation. Party must have necessary experience and be able to anchor himself permanently by an investment of \$10,000 or more. Salary will be commensurate with ability. This is a big, successful newspaper with a great future and offers remarkable opportunity. Give references. Address RARE CHANCE, care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER WANTED.

Experienced circulation man wanted to handle out-of-town circulation. Good position for good man. Give references and past work. Address THE CHARLOTTE OBSERVER, Charlotte, N. C.

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per word; Display, 15c. per Agate Line.

A PUBLISHERS' ADVERTISING REPRESENTATIVE, New York, with years of experience in advertising solicitation in Eastern territory, desires to make connection with a local medium as advertising manager or out-of-town publications, as special representative; well-acquainted with all principal advertisers and agencies. Address "D., 1072," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER AT LIBERTY.

A man with twelve years' practical experience along every line of circulation work on morning, evening and Sunday papers. With circulations varying from 25,000 to 180,000. Always on the job. Member I. C. M. A. Best of reference. Address "RESULTS," care THE EDITOR AND PUBLISHER.

NEWSPAPER MAN

with seven years' experience, desires position as managing editor of large weekly in city of twenty-five to one hundred thousand; can handle editorial advertising, circulation and mechanical ends. Address "WEEKLY," care OF THE EDITOR AND PUBLISHER.

STEREOTYPE FOREMAN,

For years with big middle west daily and Sunday, wide experience, good executive capacity, best of references. Interview solicited. Address "P. C.," care THE EDITOR AND PUBLISHER.

POSITION DESIRED BY CAPABLE ADVERTISING WOMAN.

Has written copy for furniture and clothing (men's and women's) houses; also for woman's page of New York City daily. Understands preparation, printing, etc., of booklets, circulars, posters, etc. Experienced in handling advertising campaigns. Energetic, willing to assume responsibility. Will be cheerfully endorsed by head of large furniture house where, until recently she held position of advertising manager. Will accept moderate salary for position which can be developed. Address replies to the undersigned.
J. J. MARTIN, Sec.-Treas., League of Advertising Women, 2 West 45th Street, New York City.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$30,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$6,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

REACH \$142,000 MARK.**CONTRIBUTIONS TO SOCIETY FOR ELECTRICAL PUBLICITY RAPIDLY PILING UP.**

Progress to Be Surveyed at Meeting to Be Held, on Association Island, September 3-6—New Secretary Doesn't Know—Chances of Newspapers Said to Be Nil—Round-Up of Magazine Ad Agents Is Alleged.

There is no longer any doubt that the Society for Electrical Development proposes to spend the fund of \$200,000 which it is raising for a national promotion campaign in a manner entirely agreeable to itself. Already \$142,000 has been pledged, and it is understood that the remainder is within easy reach.

According to men familiar with the plans of the organization, there will be no difficulty getting the whole amount asked for by the authors of the national campaign scheme. It is pointed out that the sum now on hand has been raised in too short a time to make any other conclusion reasonable.

It seems, however, that before the money will be spent further council must be held. In harmony with this, the Electrical World printed last Saturday an announcement to the effect that there would be held on Association Island, Henderson Harbor, Lake Ontario, a meeting of some two hundred men prominently connected with the electrical interests of the country. The meeting will take place on Sept. 3 to 6, inclusive, and the auspices have been assumed by the Association Island Corporation. J. B. McCall, president of the National Electric Light Association, has been asked to preside.

MEETING TO BE INSPIRATIONAL.

The announcement in the Electrical World does not say at whose instance the meeting in question has been called. The Association Island Corporation, it is understood, is identifiable with the electric lamp interests, and serves as a sort of clearing house for the electrical associations of the country. It is known, however, that the Society for Electrical Development has caused the call to be issued.

The carefully worded announcement in the Electrical World reads:

An invitation has been extended to about 200 men, consisting chiefly of the presidents of national, State and city electrical associations, societies and leagues, together with officials and representatives of the large electrical manufacturing companies, to attend a meeting at Association Island, Henderson Harbor, N. Y., Sept. 3 to 6. The meeting will be held under the auspices of the Association Island Corporation, and Mr. J. B. McCall, president of the National Electric Light Association, has been requested to preside. A tentative program has been arranged along broad lines, and it is expected that eminent men in various walks of life who have been invited to participate will attend. A meeting of high inspirational and educational value to the electrical fraternity is aimed at, with the hope that its character will be such as to justify a similar gathering each year, and that it will lead to an organization through which important work can be done for the industry.

Meetings of electrical interests are in progress on Association Island throughout the summer. The island is one of a group known as the Thousand Islands, and in addition to being an ideal place for assemblies of that character, it affords a splendid outing.

PROMOTERS ARE NOW RETICENT.

In the meantime it has become extremely difficult to interview men connected with the national campaign movement. As a man close to electrical interests put it, "they have crawled into their shells a little." Mr. J. M. Wakeman, the general manager of the Society for Electrical Development, refused to be seen by a representative of THE EDITOR AND PUBLISHER after he had made an appointment with him, and Mr. Coles, the new secretary, who has taken the place of Philip S. Dodd, confessed utter ignorance in the matter. He admitted, however, that the sum pledged had now reached a total of \$142,000, but refused to discuss the probability of the entire amount being raised soon. To other questions asked he merely returned a very pleasant "I don't know."

It was learned from another source that the newspapers are not likely to get so much as a cent of the \$200,000, and that, contrary to what has been said before, most of this sum will be spent with the magazines. There is still advanced the hope that through co-operation with the national campaign, to be extended by the local central stations, the newspapers will benefit by the movement through an increase in local copy. There is still talk of supplying the local central managers with advertising copy and electrotypes. But just what will be done in this direction is not unknown.

ROUND-UP MAGAZINE AD. AGENCIES.

It is of some interest here to know that the Electrical Advertiser, a publication issued by the General Electric Co., has been offering free for a long time the best advertising copy that could be had, furnishing, likewise free of charge, mats and electrotypes. To get these the manager of a central electric station had but to write a letter to the concern. The Westinghouse firm had been doing similar work. Those in a position to know claim that there has never been a lack of good advertising arguments and illustrations, and that providing these can, therefore, be no object of the Society of Electrical Development. Central managers have simply held that the space they were buying was silence money to the local newspapers and that for this reason any sort of copy would do.

It has been definitely learned that contributions to the fund of the Society for Electrical Development will not in any way interfere with the advertising appropriations of such firms as the General Electric, Westinghouse and Edison companies. In fact, there is said to be strong probabilities that their advertising expenditures will be increased during the campaign. Since the former two advertise in magazines almost exclusively, this can have no bearing on the newspapers, however.

Comment on the fact that the magazine advertising agencies which handle the large electrical appliance and lamp advertising accounts have not been given the handling of the campaign of the gas and electrical associations has been answered to the effect that it was a matter of policy with the gas and electrical interests to secure the co-operation of all the large advertising agencies in the country. The accounts of the General Electric, Westinghouse, National Gas and Electrical Development are to be handled by four different advertising agencies. What the specific object of this is could not be learned.

A Woman Newspaper Statistician.

Whether woman ever takes the place of man or not in the political arena matters little to the "money end" of the newspaper business, for she has already won her spurs as the equal, and often the superior, of mere man in this field. This bold statement is shown by the experience of Miss Helen C. Glazebrook, a demure little woman, now serving as private secretary to Business Manager Lambertson of the Jacksonville (Fla.) Metropolis. Miss Glazebrook, who for many years was an accountant, found her real place when, four years ago, she entered Mr. Lambertson's employ when he was auditor of the Kansas City Post. To-day she is recognized as an expert newspaper statistician and thoroughly understands newspaper cost systems.

Trust Company Publicity.

The Pittsburgh Post is running a series of interesting educational articles on the value of services rendered the public by Trust Companies. They are prepared by the American Bankers' Association and will appear in fourteen consecutive Monday issues of the Post. Around each article is grouped the special display cards of Pittsburgh's local trust companies. This idea on a dull Monday helps to preserve the balance of advertising during the week.

The Osgood (Ind.) Journal, established nearly fifty years ago, has erected a new building.

SEEKS BIG DAMAGES.

(Continued from front page.)

A further complaint is that owing to these statements the Knickerbocker Press had been injured by making it difficult to charge and obtain a fair and reasonable price for advertising; that it had been the purpose of the statements in the Times-Union to make it possible for the defendant to secure advertising for the columns of his publication. The plaintiff avers that to overcome the effect of the statements made it had been necessary to spend large sums in publishing its true circulation in various cities of the United States, and that upwards of \$5,000 had been so expended in order that the plaintiff might "in some degree overtake the false statements issued and published by the defendant."

In this action the sum of \$100,000 and costs is demanded.

The second action takes up some of the details of the first and alleges in addition that the Albany Evening Journal, one of the papers included in the statements of the Times-Union, has an average daily net paid circulation in excess of 10,000 copies per day; that the Albany Argus has a similar circulation in excess of 1,000 copies per day.

The purpose of this action is to show that the statement of the Times-Union first given is not warranted. Damages amounting to \$5,000 are asked for.

OFFICE STATIONERY ALSO FIGURES.

Action 3 cites that the defendant had used an envelope with the statement that:

"Five thousand dollars will be paid in any charity in the United States if the net paid circulation of the Times-Union is not larger than the combined net paid circulation of all the other Albany dailies."

It is further claimed that the defendant used upon its letter heads the following:

"The Times-Union has an audited circulation guaranteed to be larger than that of all the other dailies in Albany combined."

In addition there are given in the complaint certain statements made by the defendant in the 45th Annual, 1913, of the American Newspaper Annual and Directory, published by N. W. Ayer & Son, of Philadelphia, as follows:

"One of the strongest newspaper cities in the country is Albany, N. Y." "One of the strongest papers in any of the one-paper cities is the Times-Union."

"Guarantee net paid circulation to be larger by 10,000 readers daily than the combined net paid circulation of the three other Albany dailies."

The plaintiff claims that the damage sustained by these and other statements amount to \$55,757.40 and demands judgment for the same amount, making a total of \$160,757.40.

The president of the Knickerbocker Press Co. is Judge Lynn J. Arnold, while Martin H. Glynn, now "acting Governor" of New York, is the editor and publisher of the Albany Times-Union. Arnold, Binder & Hinman, of 452 Broadway, Albany, N. Y., are the attorneys for the plaintiff.

A Striking Series of Ads.

The Bureau of Advertising, of the American Newspaper Publishers' Association, has sent to its members a series of three and four-inch advertisements designed to advertise advertising. Their character is indicated by some of their titles, as follows: "Advertising Doesn't Jerk It Pulls," "Helping Mrs. Homebody," "Measuring Advertising by Human Hearts," "To the Man in the Store," "The Show Windows of the Town," "No Short Cut to Market." The ads are snappily written, and drive home advertising truths with force and precision. They ought to be very effective.

LITTLE TALKS
BY THE WANT AD MAN

\$5,000

Will purchase a substantial interest in a rapidly growing daily newspaper in a growing city of the Middle West, earning around \$6,000 per annum net, upon its stock. The purchaser of this interest if a newspaper man of ability and experience will, in consideration of the amount above named be given the position of manager of the property at a salary of \$200 per month. Splendid opening for a newspaper manager who has the amount named for investment.

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

THE DATA CIR. AUDIT CO., Newark, N. J.

Turn to Page 72

of the new convenient Barnhart's Specimen Book

PREFERRED TYPE FACES

and see the superb effects obtainable with

Old Roman Semitone

A soft, shaded face of rare beauty and distinction. Your customers will be delighted with it. It is just one of seventy. They are all thoroughly good.

Barnhart Brothers & Spindler

168-172 West Monroe Street

Washington CHICAGO Kansas City

St. Louis St. Paul 200 William St. Seattle

Omaha NEW YORK Dallas

Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

BURRELLE

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City

Established a Quarter of a Century

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4900-4 Beckman

PUBLICITY DEPARTMENT

ELECTRIC PROGRESS DUE TO LOW PRICES
Latest Inventions in Growing Demand as Power Cost is Lowered.

KITCHENETTES ARE POPULAR
Up-to-Date Better Sharpened Edges—Faster Ice Cream.

SPRINKLING WASTE WAY
Water Laps Over Curb Lanes Will Be Any Aerial Chances.

WORKERS ARE BEING HUNGRY
They Fight for the Right to Organize.

USE OF ELECTRIC LIGHTING SHOWS BIG EXPANSION
Report of Census For Six Months Shows Gain of 100 Per Cent in Year

NEW LIGHTS ON TONIGHT
Plus Cluster Lamps Will Be Turned on for First Time This Evening.

WIRES CONNECTED TODAY
Each of These Posts is Equipped With Five Lamps, One Starting and Four Standby.

ATTRACTIVE DISPLAY IS COMPANY'S
A striking example of the electric lighting of the city is shown at the office of the Electric Development, Inc., 29 West 39th St., New York City.

HERE TO EXAMINE LIGHTS
PATRON IN 21 MERCHANTS ARRIVED IN ROCKETRY TODAY TO LOOK OVER OUR GREAT "WHITE WAY."

ALUMINATION TO BE BRILLIANT
P. E. Schenck

ELECTRIC PAGE RECEIVING P.D.
Electric Development, Inc., 29 West 39th St., New York City.

August 11, 1913.

Gentlemen:-

How many accurate, informative "boosting" articles on electrical subjects have you seen in print this past month?

Mighty few!

You see puffery about actors; you see "writeups" about automobiles; you see whole pages about baseball and the stock market and real estate and the building industry and women's clothes -- but mighty little about electricity.

Here's the reason:- Heretofore, it has been nobody's business to procure the publication of reading matter on electrical subjects.

The Publicity Bureau of this Society, however, will be in position to supply articles like the enclosed to magazines and newspapers and to stimulate the increased publication of educational articles.

This campaign will not only tell people about electricity, but it will wholly eliminate the mistake regarding the extravagance of electricity and the public will realize that ours is the only commodity of common use which has constantly reduced in price at a time when every other necessity of life has increased.

No single concern could do this kind of work profitably. But this Society can do it, and will do it in the local papers of your own city if you are a member.

Yours very truly,

J. M. Waterman
General Manager.

P.S. Take the enclosed article to the editor of your local paper: The chances are ten to one he will be able to use it.

Mission of Effective Advertising.

1. It will project your personality into your entire field.
 2. It will attract people to you and your store.
 3. It will arouse interest in you and your merchandise.
 4. It will create a desire to do business with you.
 5. It will cause people to buy your goods.
 6. It will forestall competition and hold it in check.
 7. It will build up a good will in your business.
- But it must be done intelligently—Persistently—and Faithfully.—*Russell's Retail Review.*

New Florida Advertising Service.

The Thomas Advertising Service has been organized at Jacksonville, Fla., to an agency business. The officers of the new concern are: President, Jefferson Thomas, formerly of Harrisonburg, Pa.; vice-president, Frederick W. Kettle; secretary and treasurer, D. Greenwood Haley.

OBITUARY NOTES.

JOHN BODEN, a widely known newspaperman of this city, died Sunday morning in his summer home in Spring Valley, N. Y., after a long illness. He was born at St. John, N. B., fifty-two years ago, and received his education at St. Joseph's College. He took up law, and was the first member of the Labor party elected to the Canadian House of Commons. His first position as a newspaperman in New York was on the Morning Advertiser. He specialized in political news and became Washington correspondent of the paper. He was racing editor on the Morning Telegraph, sporting editor of the World and city editor and managing editor of the Press. At one time he owned several race horses. Governor Morton appointed him secretary of the State Racing Commission, and he held the place under four of Governor Morton's successors.

THE REV. EDWARD M. BOUNDS, seventy-three years old, former editor of the St. Louis Advocate and a member of the Methodist Conference of Missouri, died in Washington, D. C., Sunday.

ARTHUR ALEXANDER ANDERSON, for many years prominent as an advertising agent, with headquarters in the financial district, died on Saturday.

CONOWAY LEEDOM, sixty-five years old, owner and editor of the Hebron (Neb.) Register for the last twenty-seven years, dropped dead in his seat at a Chautauqua lecture in this city last week.

CHARLES C. SARGENT, JR., at one time a member of the staff of Munsey's Magazine, died Aug. 26 at Bedford, N. Y., from pneumonia. He was thirty-nine years old.

J. B. CREIGHTON, one of the pioneers of the Middle West, died Aug. 23 at Wichita, Kan., aged ninety-four. Among his surviving relatives are Melville E. Stone, general manager of the Associated Press, and John Wright, of the St. Louis Times, who are nephews.

William R. Hearst Takes Title.

William Randolph Hearst took title Wednesday to the twelve-story apartment in which he lives, on the southeast corner of Riverside Drive and Eighty-sixth street, a plot 102.2 by 100. Mr. Hearst purchased it a short time ago from Ronald Macdonald for about \$900,000. He assumes the existing mortgage on the property of \$525,000, and gives an additional mortgage of \$175,000 to Mr. Macdonald, making the total mortgages on the apartment plot \$700,000.



OF THE SOCIETY FOR ELECTRICAL DEVELOPMENT, INC. 29 WEST 39TH ST N.Y.C.

LETTER SENT OUT BY THE SOCIETY OF ELECTRICAL DEVELOPMENT TO LOCAL ELECTRICAL COMPANIES URGING THEM TO "WORK" THE LOCAL NEWSPAPERS FOR FREE PUBLICITY.

With the above letter was enclosed a two-page closely typewritten "article" entitled "Household Efficiency—How the Scientific Method of Doing House Work and Electric Appliances Save Women's Steps and Stoops," etc., etc. The italics are ours. As straight news matter with this ad heading the "article" would occupy over a column of space.

Novel Bank Advertisement.
"We Have Faith in Pensacola" is the catch line of a four column advertisement of the First National Bank of Pensacola, which recently appeared in the Pensacola (Fla.) Journal as one of a series which the bank is using to arouse interest in that institution. A picture of the new \$150,000 passenger station of the Louisville & Nashville Railroad. The advertisement presents a number of valuable facts concerning the progress being made by the city. The bank people give almost the entire space to booming Pensacola as a business center.

A Real Joy Thrill.
Old Peterby is rich and stingy. In the event of his death his nephew will inherit his property. A friend of the family said to the old gentleman:
"I hear your nephew is going to marry: On that occasion you ought to do something to make him happy."
"I will," said Peterby; "I'll pretend that I am dangerously ill."—*Boston Transcript.*

CHICAGO PERSONALS.
H. M. Marston, night editor of the Record-Herald, is back from a two weeks' vacation as brown as a berry.
Harry Hewes, a standby on the Record-Herald, has gone to the Detroit Times as telegraph editor.
Roy Atkinson, night editor of the Inter-Ocean, is in New York on a pleasure trip.

Representatives to Hold Outing.
The annual outing of the Representatives' Club of New York will be held at Travers Island, the summer quarters of the New York Athletic Club, Sept. 12. The committee in charge of the affair is as follows: Conrad B. Kimball, chairman; advertising and programme, W. A. Sturgis, W. H. Osgood; games, D. J. Payne, D. M. MacFadyen; publicity, V. J. Whitlock; prizes, L. E. Kreider, W. W. Rodgers; dinner, E. T. Bromfield; transportation, F. W. Nye.

WEDDING BELLS.
Matthew I. Thompson, editor of the Avard (Okla.) Tribune, and Miss Laura M. Peterson, were married in that city last week.
M. Montefiore Harris, editor of the Waco (Tex.) News and formerly connected with the San Antonio Express, was married at Shreveport, La., Aug. 24. The bride was a Miss Josephine Josey.

The marriage of Chester C. Davis, editor of the Bozeman (Mont.) Courier, and Miss Helen G. Smith took place in that city recently.
Miss Mary H. Wilson and James H. Lanyon, city editor of the Cleveland Plain Dealer, were married in that city last week. Mr. Lanyon was formerly city editor of the Duluth News-Tribune.
The Bennington (Vt.) Banner plant was damaged by fire last week.

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

Prints and sells more copies than any other Daily Paper in America.

The Circulation of THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Detroit Saturday Night

is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, DETROIT SATURDAY NIGHT a larger measure of personal profit.

Foreign Advertising Representatives

F. S. KELLY & CO. 1216 Peoples Gas Bldg. CHICAGO
GEO. H. ALCORN Tribune Bldg. NEW YORK

THE HERALD

HAS THE LARGEST MORNING CIRCULATION

IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:

J. C. WILBERDING, Brunswick Bldg., NEW YORK
A. R. KEATOR, 15 Hartford Bldg., CHICAGO

YOU MUST USE THE

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN 120,000

PRESS ASSOCIATIONS.

The executive committee of the Southern California Editorial Association, which held a meeting at Riverside last week, decided to start an official publication for the association, to be known as the Southern California Editor, published monthly under the supervision of J. E. Kanoall, editor of the Artesia News and C. H. Randall, editor of the Highland Park Herald. Editors of Southern California will be asked to contribute to the publication at various times.

The St. Louis Press Club has closed a lease for quarters in the new Railway Exchange Building. The quarters will be at the Sixth and Olive streets corner of the new building, on the nineteenth floor. Five rooms, embracing a floor space of about 2,200 square feet, were leased for one year. The suite will include an office, reception room, lounging room, billiard and pool room, cardroom and buffet. The club will move in October.

Indications are that the annual invitation golf tournament of the Boston Press Club, to be held next week at the Belmont Spring Country Club, will be highly successful. A number of the leading players of the Boston district have been invited to take part in the competition for the General Charles H. Taylor cup. In addition to this cup there have been some handsome trophies donated by the newspapers of Boston for the winners of divisions other than the first sixteen.

The midsummer meeting of the Indiana Republican Editorial Association last week elected the following officers: President, Will B. Maddock, Bloomfield; vice-president, Fred A. Miller, South End; secretary, George B. Lockwood, Muncie; treasurer, H. J. Martin, Martinsville.

The annual meeting of the Southwest Texas Press Association was held at Fort Stockton last week. Judge E. Barry of the Fort Stockton Pioneer was elected president, J. B. Butler of the San Antonio Express, secretary and treasurer; A. Gorden French of the Marfa New Era, vice-president. The new executive committee is composed of J. D. Jackson, F. M. Getzendaner of the Uvalde Leader News; N. M. Walker, El Paso Herald; M. M. McFarland, and James Rooney. San Antonio was selected as next year's meeting place. Features of the convention were an address on the Texas libel law by J. B. Butler, of the San Antonio Express; a speech on newspaper reporting by N. M. Walker, of the El Paso Herald; a speech by J. J. Taylor, president of the Texas Press Association, and an address by James Rooney, Mayor of Fort Stockton.

Birmingham Ledger's School Ads.

The Birmingham (Ala.) Ledger recently published a school edition and carried sixty-five columns of paid school and college advertising which embraced practically all of the representative institutions of Alabama and several other Southern States. In addition to the paid matter it carried about forty columns of unpaid reading matter and educational topics and progress of the South. This is an exceedingly creditable showing, and would seem to challenge any previous record held by a daily paper in this country.

Kansas Capital to Change Name.

Arthur Capper's old Kansas Weekly Capital becomes Capper's Weekly with the first issue in September, the change of name being in keeping with the paper's enlarged scope and extended territory. The date of publication has been changed from Thursday to Saturday.

CHANGES IN INTEREST.

WAUKON, Ia.—W. R. Dutton, of Oklahoma City, Okla., has purchased the Standard.

DULUTH, Minn.—The Skandinavios has been sold by Michael F. Wesenberg to Peter A. Nelson, who becomes editor of the Scandinavian weekly.

RICHMOND, Ky.—W. P. Walton has acquired the interest of his brother, E. C. Walton, in the Climax, and takes active charge this week. Mr. Walton has been conducting several columns of the editorial page of the Lexington Herald.

WATSEKA, Ill.—Matthew P. Kelly bought back the Times-Democrat from Bechly & Smiley, to whom he sold it last October. The price paid by Mr. Kelly, as reported by the Watseka Republican, was \$20,000. The price at which he sold last fall was \$17,000.

LEAF RIVER, Ill.—The Mirror has been sold by B. A. Knight to J. Hall, of Byron, who also owns the Stillman Valley Graphic and the Byron Express.

PIERSON, Ia.—E. A. Nurnberg has disposed of the Progress to C. E. Perdue, formerly publisher of the Hinton Gazette.

CHARLES CITY, Ia.—The Rudd Review, a weekly newspaper, has changed hands—Win Darr to K. J. Konzon.

MIDDLESBORO, Ky.—The News-Record was sold at receiver's sale last week for \$2,000 to John M. Miller, president of the Citizens' Bank and Trust Co. The News was established by Tom Arnold in 1889.

EDINBURG, N. Y.—E. C. Erlandson has sold the Tribune, one of the old-established newspapers of Walsh County, to A. C. Thompson.

SIoux CITY, Ia.—J. F. Kerberg, of Sanborn, has purchased a half interest in the Daily News and will assume the business management, while Frank R. Wilson will be editor.

HIDALGO, Tex.—The Advance has been purchased by E. M. Card from Garland Buck, editor and publisher. T. J. Barrett is the new editor.

ROSCOE, S. D.—S. A. Thomas has sold the plant of the Reveille, a weekly newspaper, to W. L. McCafferty, of Ipswich.

MANKATO, Minn.—Roy S. Mayhoff, of Chicago, has purchased a half interest in the Journal from A. M. Morrison, and it is proposed to enlarge the plant.

CEDAR RAPIDS, Ia.—By a deal consummated last week, Cyrens Cole disposed of his interests in the Republican and Times to his partner, Luther A. Brewer. Mr. Cole will remain as editor.

MONTEZUMA, Ia.—Charles K. Needham has sold the Republican to John M. Grimes, of Booneville, Mo. Mr. Needham has been the principal stockholder in the Republican plant for nearly five years.

FAYETTE, Mo.—H. T. Burkhart and E. K. Miller, proprietors of the Democrat Leader, have sold the paper to H. F. and S. K. Strother.

Telephone Periodical for Employes.

The Transmitter, "a periodical of helpfulness," is a sixteen-page, bi-weekly, under the editorial direction of T. T. Cook, and published by the Chesapeake & Potomac Telephone Co. and associated companies, Baltimore, Md., in the interests of their employes. The periodical is clearly printed and well illustrated on calendared paper and contains a goodly measure of interesting and educational reading matter. A supplement insert gives a number of practical suggestions on how to solve warm weather problems.

The Hatfield (Pa.) Times is putting up a new building to house its plant.

Not Badly Stung.

This story is credited to Bill Bowen, of Atchison: A man entered a store and bought three cigars and lighted one. "Lord, this is a rotten cigar," he screamed. "Say, man, what are you complaining about?" replied the dealer. "You have only three of those cigars, and I have a thousand. Be reasonable."—Kansas City Star.

The Seattle Times

STILL MAKING HISTORY

During 1913 the Times printed over 11,000,000 agate lines of total space, which was 3,224,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,048,000 lines. Gain in foreign business was 288,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK
Lytton Building CHICAGO

Dayton and Springfield

are the best cities of their size in America—Both big in manufacturing and both abound in civic enthusiasm.

The News League papers are the best papers in these cities. Space sold on a guaranteed net paid circulation of 41,000 at a combination rate of 6 cents per line.

NEWS LEAGUE OF OHIO
Home Office, Dayton, Ohio

New York—La Coste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

Advertisers who have always used THE NEW YORK TRIBUNE because of its Quality Circulation well know that its Increase in Quantity involves no sacrifice of Character, and that its readers can be reached through no other paper.

If you had the surplus of consumers the GLOBE offers you on a NET CASH CIRCULATION basis, and the saving the GLOBE offers you on its rate per thousand circulation—

You would have a double advantage over your competitor who doesn't use the GLOBE.

In New York it's

The Globe

THE DAILY ADVOCATE

2 cents Stamford, Connecticut. 3 cents a copy. Advertising in the Advocate is advertising that gets into prosperous homes. Circulation 5,000.

New York Representative,
O'FLAHERTY'S NEW YORK SUBURBAN LIST,
150 Nassau St. New York City.

Topeka Daily Capital

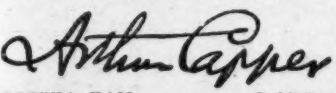
LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in July, 1913 **33,302**

Net Average in Topeka in July, 1913 **9,491**

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas.



TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallery Bldg., Chicago

Guarantee to Advertisers!

The Hartford Times.

HARTFORD, CONN.

Guarantees 50 per cent. more net cash paid circulation than that of any other Hartford paper.

An analysis of circulation will be sent to anyone upon request.

KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.

If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.
Dubuque, Iowa

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, HOBACE M. FORD,
Brunswick Bldg., People's Gas Bldg.,
New York Chicago
H. C. Rook,
Real Estate Trust Bldg., Philadelphia.

The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.

The New Orleans Item.....	48,525
The Daily States.....	30,501
Times Democrat.....	22,823
Picayune.....	21,140

THE JOHN BUDD COMPANY,
Advertising Representatives
New York Chicago St. Louis

Rich Reporter Resumes Daily Grind.
Donald Gunn, a Hoboken newspaper man, will return from his annual European trip late this month. He will resume his reportorial work.—*Jersey City (N. J.) Journal.*

COLLECTORS ON CITY ROUTES.

By JOHN B. COX,
Circulation Manager St. Paul Dispatch and Pioneer Press.

The following paper was read by Mr. Cox at the recent I. C. M. A. convention at Cincinnati:

The St. Paul Pioneer Press is a morning paper, the St. Paul Dispatch an evening paper, and the St. Paul Pioneer Press and Dispatch a Sunday paper. The six morning, the six evening and the Sunday paper are delivered to any single address for ten cents a week. No subscription is accepted for any edition unless the entire combination is taken, nor will the morning paper be delivered at the home and the evening at the office. It means thirteen big, newsy papers for one dime. It might be said to-day that this combination is in a class by itself.

Our daily papers are twelve-hour papers, and with the twice-a-day service we keep our subscribers well supplied with the very latest news. From this you will readily realize that our carriers must deliver their routes twice a day. This is nearly double the delivery of the average daily. The twice-a-day service brings our carriers in close touch with the subscribers. He will learn the points needed by a collector in practically no time.

The St. Paul Pioneer Press sells for two cents on the street, the St. Paul Dispatch for one cent and the Sunday paper for five cents, making a total of twenty-three cents a week if you bought them on the street. This, compared with the weekly subscription rate, brings many permanent subscribers on our carriers' lists.

PLAN FAVORS REGULAR SUBSCRIBER.
Newsstands and newsdealers pay one cent for the morning, one-half cent for the evening and two and a half cents for the Sunday, a total of eleven and one-half (11½) cents a week a copy for the combination.

The points called to your attention tend to force many subscribers to our regular lists. The Dispatch Printing Co. owns and controls each and every one of its 210 routes. They cannot be bought, sold or changed. All changes of carriers are made at the office. Each carrier is sufficiently bonded and handled, as shown in the following:

The carriers sign a bond and agreement. In addition to the signed agreement, he must pay a cash deposit equal to a two weeks' supply of papers. This deposit remains standing during the time the carrier delivers the route. In the agreement will be found a clause calling for the payment, on or before the sixth of each month, for all papers to be delivered by that carrier during that month.

CARRIERS VIRTUALLY PREPAY.
The carrier pays six cents a week for his papers and delivers them to his subscribers, collecting ten cents a week, a profit of four cents a week.

In a nutshell, our city circulation for a single month is paid for in advance by the sixth day of that month. For protection, we have the two weeks' supply deposit, which would readily cover the first six days of the month for any route.

Our carriers are our collectors. In handling one we handle the other, and the simple, common-sense system that we use is practically "near perfection." There is just one account for each carrier, and with the control of the carriers that we have the handling of the collectors is easy. This, too, is in a class by itself. As for losses on city circulation, we have none.

Many other papers which publish but one edition for delivery a day handle their carriers and collections in a similar way, selling the papers to the carriers and keeping control of their routes. It is practically the same system that all papers have for out-of-town agents and dealers, though they carry account for papers sent and bill them at the end of the week or month.

Circulation managers can change their system from the pay-at-the-end-of-the-week-or-month to the pay-in-advance for papers supplied on city routes. It is no small undertaking, but it can be done.

GETTING CIRCULATION FACTS.

Why and How the A. A. A. Auditor Goes Through the Record.

The following excerpt from an editorial appearing in the Detroit News recently is of especial value and timeliness at this time:

"This is a day of investigations. People want to know. Claims must be proved. Particularly the buyer wants to be sure that he is getting his money's worth. And the buyer—well, that includes everybody. But it is a curious fact that the biggest sellers are also the biggest buyers. One of the big and necessary things they buy is advertising.

"Now, when a merchant buys advertising, what does he buy? Not merely so much space on a newspaper page in which to tell his store news, for no matter how adequate the space, no matter how carefully, honestly and attractively the "advertisements" may be written, there still remains another factor necessary to make it a real advertisement. That factor is circulation. So, besides buying space, the merchant buys circulation. If one paper offers him a circulation of 30,000, and another offers him a circulation of 150,000, the latter is worth to him just five times as much as the former. That is too self-evident for further emphasis.

"But how can a merchant know that he is getting the circulation he is paying for? How can he be sure that, thousand for thousand, the newspaper is going daily into as many homes as it claims it is?

"There was a time when he couldn't be sure. He had to take the publisher's word for it; and as few publishers ever confessed a slump in circulation, with many of them claiming more than they ever had or could have, the merchant simply could not tell.

"But all that has changed. For a number of years the largest advertisers in the country have been organized in the American Advertisers' Association, one of the objects of which is to ascertain whether circulation claims can be proved. The association engages expert auditors to visit newspaper offices and ascertain their circulation.

"That is what happened in the News office the other day. One of the A. A. A. auditors walked into the News office. Every record was placed at his disposal—the receipted invoices for print paper, the automatic counting records of the presses, the mail room and circulation records, the cash books and the receipts from post office and express companies showing the weight of papers transported. Everything that bore on circulation was investigated, one item being checked against another, machines being checked against men, receipts being checked against circulation, until the exact fact was known in every particular. Then, all unsold copies were computed, all waste and spoiled copies deducted with them from the whole printing, and the auditor made his report."

THE PITTSBURG PRESS

Has the Largest Daily and Sunday CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

A steadily increasing business—without the aid of special editions—is the answer as to why

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

HIGH CLASS LEADER

Statements recently published by the New York daily newspapers show that THE NEW YORK TIMES has an average net, paid total sale far more than double the next high-class morning newspaper; more than three and one-half times that of the third high-class morning newspaper, and more than four and one-half times that of the fourth high-class morning newspaper—and considerably more than the three combined.

SNOODLES' DIARY

One of the funniest newspaper comics of the day, by Artist Hungerford, of The Pittsburg Post.

Now in use by other daily papers. Get it now while it's so popular.

Address
The Post, Pittsburg, Pa.
EMIL M. SCHOLZ, General Manager.

THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION NET PAID

H. M. PINDELL, Proprietor.
CHARLES H. EDDY, Representative.
1 Madison Avenue, NEW YORK.

HERE'S A GOOD BUY—

THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 324 Fifth Ave., New York; 129 So. Michigan Ave., Chicago.

LITTLE TALKS

BY THE WANTED MAN

A BARGAIN SPACE BUY

The Detroit News and News Tribune
(WEEK-DAY COMBINATION)

190,000 PAID CIRCULATION 15c
Present rate on 10,000 Lines—

JOTTINGS BY THE WAY

A London Advertising Agent Who Believes Personal Publicity Helps Business—Bancroft's Impressions of the Baltimore Convention—Chapin, the Skilful Fisherman—Roland Hall Leaves the I. C. A.

At the Dallas convention of the Associated Advertising Clubs of America last year I had the pleasure of meeting C. F. Higham, of London, who represented several of the leading clubs of the British metropolis. Mr. Higham possesses a pleasing personality. Good-looking, energetic, democratic, and an excellent speaker, he made many friends among the delegates. After his return to England I received a graceful letter from him expressing his appreciation of some slight favor I had done for him.

Naturally I was disappointed in not finding Mr. Higham among the English delegation at Baltimore this year. The reason he did not come over, he explained in a note to me, was that he was in the midst of several important advertising campaigns and couldn't get away without imperiling their success.

In a recent issue of the Advertisers' Weekly, of London, I find an interesting character sketch of Mr. Higham by George Edgar, which confirms some of the impressions concerning him I had received during his visit to this country last year.

BEST ADVERTISED AD MAN.

According to Mr. Edgar, Mr. Higham is probably the best advertised advertising man in Great Britain. Not only does he pay for and use more space in recommending his own services to advertisers than other people, but he seems to have a wonderful faculty for securing free publicity from outside sources. Much of this publicity comes to him naturally, as he figures conspicuously in the news of the day. He is in demand as an after-dinner speaker and as a lecturer before commercial bodies. He keeps in touch with public movements and takes part in many of them. But, in addition, he is quick to put into execution any idea for exploiting himself and his service.

That he is resourceful is shown by the fact that last winter he employed half a dozen columns in the Daily Mail to tell the Liberal and Conservative parties that they needed his services to carry on an aggressive political advertising campaign. He did not expect that either one of the great parties would employ him, but he knew that his advertisement would attract the attention of conservative business men and he was not disappointed.

Mr. Higham's services are in demand and at present he enjoys the distinction of earning one of the largest advertising incomes received by any publicity counsel in London.

BANCROFT'S IMPRESSIONS.

W. Blanchard Bancroft, of George Newnes, Ltd., London, who was one of the English delegates to the Baltimore Ad Club Convention in June, contributed to the August 9 issue of the Advertisers' Weekly his impressions of the meeting. One of the convention features that appealed to Mr. Bancroft was the great kindness and fraternal feeling displayed by all the big and successful men toward those not so highly placed in the advertising world as themselves. He said that there was not the slightest evidence of one man considering himself to be of more importance than another. There was a feeling of great friendliness and absolute equality that the observer could not help noticing.

Mr. Bancroft, before leaving New York for London on his way home from the convention, told me at luncheon that he regarded his attendance at the Baltimore meeting one of the most profitable

experiences of his life. Continuing, he said:

"I am sure that I return to London with a better understanding of American advertising men and methods than I could have secured in any other way. In fact, my visit has been so profitable to me that I hope next year to go to Toronto.

"I believe I shall be able to impress upon quite a number of advertising men in England the importance of the convention and the opportunities it will furnish them of meeting and talking with the great advertisers of your country. We ought to bring over a delegation of at least fifteen or twenty of the best advertising men in Great Britain."

CHAPIN'S BIG CATCH.

Charles W. Chapin, city editor of the Evening World, who returned to his desk from a vacation spent in the lake country of Minnesota, just before I left for the Catskills, told me that he had seldom had a more satisfactory summer outing. Mr. Chapin, who is fond of fishing, spent the most of his time with rod and reel on the waters of Lake Minnetonka. He had excellent luck and brought back to camp a number of fine strings of black bass. One day he and his guide caught fifty-six, ranging from one and one-half to three pounds each. The largest fish landed was a pickerel weighing eight pounds. When I expressed the opinion that that was a pretty big pickerel, he laughingly replied: "So I thought until a lad brought in one weighing over fourteen pounds. This was said to be the largest pickerel ever caught in the lake."

I see that S. Roland Hall, for ten years identified with the International Correspondence Schools, of Scranton, Pa., has resigned to become advertising manager of the Alpha Portland Cement Co., of Easton, Pa. Mr. Hall is mainly responsible for the success of the International's advertising course. It was he who revised and re-wrote the several text and reference books on advertising used in the school. Few men have written more or better articles on profitable publicity than Mr. Hall. While the most of his contributions have appeared in Printers' Ink, many of his articles have found their way into other periodicals devoted to the subject of advertising.

He is a careful student, a painstaking observer and a clear thinker. Many an advertisement writer owes his success to the help given him by Mr. Hall's articles. In taking his new position he will be relieved of the wearying details incidental to his old place with the International, and will have an opportunity to put into operation many of his original ideas in exploiting an industrial product. I am sure that Mr. Hall has the best wishes of a host of friends in taking up his new line of work.

FRANK LEROY BLANCHARD.

NEW INCORPORATIONS.

SEATTLE, Wash.—The North American Times Publishing Co.; capital stock, \$15,000. S. Osawa, Dr. K. Kinnamot and others, incorporators.

ROANE, Tenn.—Roane County News; capital, \$5,000. Incorporators: J. W. Scott, B. O. Whittle, L. L. Evans, E. Y. Hill and W. H. Anderson.

CREEDMORE, N. C.—The Creedmore Publishing Co., Granville County; to publish a newspaper and conduct a printing business; capital stock, \$25,000. Incorporated by R. H. Rogers, W. B. Lashley and others.

CHICAGO, Ill.—The Warnock Printing Press Co.; capital, \$500,000. Incorporators: W. S. Warnock, Louis O'Neill, J. A. Minick and J. A. Holmes.

MONTGOMERY, Ala.—The Miners' Herald Publishing Co.; publishing a weekly newspaper; capital stock, \$10,000. Incorporators: L. C. Rogers, M. B. Coulter, George Love, Z. W. Campbell and T. J. Davis.

COLUMBUS, O.—The Capital Printing Co.; general publishing and printing business; capital, \$10,000. H. A. Rogers, F. F. Frazier and H. B. Frazier, incorporators.

METROPOLIS' NEW MANAGER.

Sketch of the Career of A. E. Lambertson, Late of Indianapolis Sun.

Because he makes "efficient system" his first and foremost rule Alva E. Lambertson, the new business manager of the Jacksonville (Fla.) Metropolis, has had a rapid rise in the "downstairs" department of newspaperdom.

It was his own cleverly evolved "cost system" of organizing the business and mechanical departments of newspaper publishing that won for him his present position. He was the first man called to the aid of George A. McClellan, the new



A. E. LAMBERTSON.

owner of the Metropolis, when he took over the property. During the few weeks of his regime he has entirely reorganized the accounting department.

Lambertson, who is an authority in accounting and cost systems for newspapers, began his career in Cripple Creek with the old Cripple Creek Times some twelve years ago. Starting as cashier, within four months he was advanced to circulation manager, from which position he was called to the Denver Post as a bookkeeper. A few months later, at the age of twenty-two, he became auditor of the St. Joseph (Mo.) Gazette. Later he returned to the Denver Post, after taking a trip through the West for the purpose of studying conditions and "systems" in various plants.

He reorganized the accounting system of the circulation department of the Post, and subsequently became assistant credit manager and assistant chief accountant of the Bonfils-Tammen publication.

When the firm bought the Kansas City Post Lambertson went to the paper as auditor, purchasing agent and credit manager. After some eighteen months in this position he was reluctantly allowed to resign to become president and general manager of his own job printing firm—the Central Printing Co.

Lambertson soon re-entered the newspaper field, however, as auditor of the Indianapolis Sun, from which position he was called to the Metropolis at Jacksonville.

Cheering News from Oklahoma.

The Oklahoma Farmer-Stockman has recently sent out a circular letter on crop conditions in that State, from which it appears that while the corn crop is only 44 per cent., its value, owing to the marked increase in price, will be greater than last year. The cotton crop, which is the principal product, will be 100,000 bales more than last year, when the yield was 1,100,000 bales. From these and other facts presented, the general manager of the Farmer-Stockman believes that the agricultural production of Oklahoma will equal or exceed in value the record-breaking crop of 1912.

For Your Woman's Page

Line Fashions

(1 and 2 col.)

Half-tone Fashions

Embroidery Patterns

Barbara Boyd

Let us supply proofs and sample mats for comparison with your present service.

The International Syndicate
BALTIMORE, MD.

GET

Today's News
Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

"SNOODLES"

is a precocious baby boy—just full of Old Nick—the creation of Hungerford, who has a lively sense of humor. You'll like Snoodles. It's clean, wholesome fun—which accounts perhaps for the big demand for this seven-column comic feature in mats.

World Color Printing Co.
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

Daily News Mats

Best illustration service obtainable in this country—write for samples.

INTERNATIONAL NEWS SERVICE

200 William Street New York City

You Can Increase Your Advertising Revenue by Running a Moving Picture Department.

The picture theatres in your city would be willing to advertise if you run our Moving Picture News Service. It includes matrices or electrotypes of photoplay stars and scenes from pictures appearing in local theatres.

A very liberal proposition will be submitted to you if you write to

THE MOTION PICTURE NEWSPAPER PUBLISHING COMPANY, 1600 Broadway, New York City.

NOTICE

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

H. F. HENRICHS, Newspaper Broker
Litchfield, Ill.

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

CENTRAL PRESS ASSOCIATION, Cleveland

SECOND PATENT SUIT

Linotype *vs.* Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy.....	No. 586,337	J. M. Cooney and H. L. Totten.	No. 759,501
J. R. Rogers.....	" 619,441	R. M. Bedell.....	" 787,821
J. R. Rogers.....	" 630,112	P. T. Dodge.....	" 797,412
D. A. Hensley.....	" 643,289	D. S. Kennedy.....	" 797,436
J. R. Rogers.....	" 661,386	D. S. Kennedy.....	" 824,659
C. Muehleisen	" 718,781	M. W. Morehouse.....	" 826,593
J. W. Champion.....	" 719,436	T. S. Homans.....	" 830,436
D. A. Hoe and W. H. Scharf..	" 734,746	T. S. Homans.....	" 837,226
J. L. Ebaugh.....	" 739,591	R. M. Bedell.....	" 848,338
P. T. Dodge.....	" 739,996	T. S. Homans.....	" 888,402
J. K. Van Valkenburg	" 746,415	J. R. Rogers.....	" 925,843
S. J. Briden.....	" 757,648	H. Plaut	" 955,681
W. H. Randall.....	" 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler.....	No. 614,229
O. Mergenthaler.....	" 614,230
J. R. Rogers.....	Reissue 13,489

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK CITY

TIPS FOR THE AD MANAGER.

Wood, Putnam & Wood Co., 111 Devonshire street, Boston, is placing 56 l. & t. combination orders with a few Middle West papers for John R. Whipple, Young's, Parker and Touraine hotels of Boston.

W. S. Hill Co., Vandergrift Bldg., Pittsburgh, Pa., is making contracts with some Western papers for J. L. Finch Co., of the same city.

Street & Finney, 45 West 34th street, New York City, are inquiring for rates in Southern papers on 3,900 lines. They are also forwarding a try-out campaign with a selected list of papers for Albert F. Wood, Face Cream.

Nelson Chesman & Co., Trade Bldg., Chicago, are issuing 120 l. t. f. Sunday contracts to the Southwest for Dr. Jos. Lester & Co.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, Pa., is preparing a newspaper list for Fall advertising of S. B. & B. W. Fleisher, "Fleisher's Knitting Worsteds," Philadelphia.

Chas. H. Fuller Co., 623 South Wabash avenue, Chicago, is sending out 25 l. 13 t. to weekly papers for Mark M. Johnson.

Lee-Jones, Inc., Republic Bldg., Chicago, is placing orders with a selected list of papers for L. P. Larson, Jr., Co., "Larson's Peptomint Gum," Chicago, Ill.

Louis V. Urmy, 41 Park Row, New York, is reported to be preparing a list for H. & G. Klotz Co., "Ed Pinault's Perfume," 84 Fifth avenue, New York City.

Sherman & Bryan, 70 Fifth avenue, New York City, are forwarding new copy for the Frisbie, Coon Co., of Troy, N. Y.

The Mator-Menz Co., Bulletin Bldg., Philadelphia, is renewing orders for the Eckman Mfg. Co., Philadelphia, Pa.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is handling advertising copy for the Knox Hat Co. of New York.

Taylor-Critchfield Co., Brooks Bldg., Chicago, is making 3,000 l. 1 yr. contracts with Pacific Coast papers for the Packard Motor Car Co., of Detroit, Mich.

Clague Agency, Otis Bldg., Chicago, Ill., is issuing contracts to Southern papers for the Calumet Baking Powder Co., Chicago, Ill.

Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is reported to be estimating on a list for the Fall advertising account of Weingarten Bros., "W. B." Corsets, Marbridge Bldg., New York City. It is also reported that this agency is figuring on some new contracts for the spring advertising of the Niagara Silk Mills, "Niagara Maid Silk Gloves," North Tonawanda, N. Y.

The United Drug Co., "Rexall Remedies," Boston, Mass., is reported to be placing some new contracts direct.

John O. Powers Co., 119 West Twenty-fifth street, New York, is preparing a list of papers, it is reported, for Stevens-Duryea Auto Co., Chicopee Falls, Mass.

D'Arcy Advertising Co., Fullerton Bldg., St. Louis, Mo., is handling the advertising for the Moon Motor Car Co., St. Louis, Mo., it is reported. It is also said that this agency has secured the Per-mil-las account.

Campbell-Ewald Co., Inc., Wayne Co. Bank Bldg., Detroit, is forwarding 30-inch & t. contracts with Western papers for the Michigan State Fair.

Ferry-Hanly Advertising Agency, Gloyd Bldg., Kansas City, Mo., is placing 2,000 l. orders with some Western papers for the Central Coal & Coke Co.

Lord & Thomas, 290 Fifth avenue, New York City, it is reported, will shortly make up a newspaper list for C. L. Jones, Elmira, N. Y.

The Mail Order World Agency, Lockport, N. Y., is issuing 3 l. 52 t. orders with Sunday papers for Heacock, of the same city. It is

also placing 4 l. 52 t. contracts with Sunday papers for the Press Syndicate of Lockport.

Chas. H. Fuller Co., 623 So. Wabash avenue, Chicago, is sending out 112 l. 40 t. orders to a few Western papers for the Neenah Paper Co., Milwaukee, Wis.

J. W. Morton, Jr., 21 Irving place, New York City, is renewing contracts for Kops Bros., Nemo Corsets, 120 East Sixteenth street, New York City.

Frank Seaman, 116 West Thirty-second street, New York City, will place contracts shortly for the Studebaker Auto Co.

The National Advertiser Agency, 32 West Twenty-fifth street, New York City, it is reported, will shortly prepare a newspaper list for the Fall advertising of the Emergency Laboratories, "Poslam," etc., 32 West Twenty-fifth street, New York City.

The Hawkeye Advertising Co., Brown Block, Clarinda, Ia., is forwarding 160 l. orders to Middle West papers for the Viro Co.

AIDING THE ADVERTISER.

THE NORTH AMERICAN, Philadelphia, Aug. 26, 1913.

THE EDITOR AND PUBLISHER:

I have been reading with much interest your article "Aids for the Advertiser," on page 207 of your Aug. 23 issue. In the second paragraph of the article you refer to the promotion work of the Hartford Times as being unusual and one that has never before been attempted in a systematic manner.

I just want to call your attention to two of our publications, the Druggists' Circular and the Grocers' Circular, copies of which I enclose that you may see that the North American has been carrying on promotion work of this kind for over five years, with a well defined plan which has proved successful enough to be imitated by many newspapers throughout the country, who have taken our plans here and there and some making a personal investigation to ascertain the exact workings.

It certainly would be a great thing, however, if newspapers over the country could have a uniform organized service to offer national advertisers. Possibly some day this will be done.

C. C. GREEN, Manager Promotion Department.

JOUNCING THE PRESS AGENTS.

How Editor Baynall Treats Their Requests for Publicity.

Cecil T. Bagnall, who edits the Turners' Falls (Mass.) Reporter, became so weary firing press agents copy into the waste basket that he decided to do something to shut off the supply. He prepared the following circular, which he attaches to all requests for publicity and returns them to their senders: WE'RE NOT A GUDGEON, PLEASE, SIR!

"We don't want anything that is free. It is too infernal costly!

"We don't want news that is sent broadcast and 'released' at a certain date. People don't pay good money to furnish news to newspapers free. There is a piece of red flannel in it somewhere for the sucker.

"We don't sell drugs or any truck with the hope of getting advertising. We do not take the slightest stock in any promises of advertising, and always throw all schemes, meant for Reuben, no matter how glibly worded, into the wastebasket.

"We are in business to make newspapers and sell them, and to sell advertising space at established rates and get good money for it on the spot if there is any indication of a chance of collection."

Thaw, if Free, May Become Reporter.

Friends of the Thaw family are reported to be quietly seeking a business opening for Harry Thaw. Following his expression of determination to come back to his old home and lead a useful life, he was asked if he meant that he intended to go to work. He replied that he did. He has a pronounced fondness for writing, and it has been suggested that he go to work as a reporter on one of the Pittsburgh papers. Thaw has already written articles and verse for newspapers.

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

Table with columns for state/region and publication name/circulation. Includes entries for ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, CANADA, ALBERTA, BRITISH COLUMBIA, ONTARIO, QUEBEC.

New Orleans States Sworn Circulation, 42,320 copies daily City 29,386—Country 12,934 Carrier circulation in June averaged over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans. The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

Walter W. George, for many years in the advertising agency field, has become associated with the Metropolitan Advertising Co., New York, of which Charles L. Young is president.

John W. Alicoate, for the past four years a member of the advertising department of the Washington Post, has been placed at the head of the automobile department of that publication as automobile editor. He succeeds Harry Duckstein, who is now with the Keeton Motor Car Co., of Detroit.

George B. Crater, advertising manager of the Greensboro (N. C.) News, is in New York in the interest of his paper.

Frank R. Southard, advertising writer and illustrator, sailed Saturday on the Haverford, of the American Line, from Philadelphia, for a year's tour of Europe. Mr. Southard is planning a campaign, under the direction of the largest association of retail merchants in the United States, to arouse interest in boards of education for teaching practical personal efficiency in salesmanship and advertising to pupils in the graduating year in grammar schools and the final year in high schools.

William B. Hallett, a Kalamazoo, Mich., ad man and publisher, has been appointed associate editor of Associated Advertising, the monthly journal of the A. A. C. of A.

Charles E. Bellaly, "builder of advertising" for H. B. Humphrey Co., Boston, has been appointed professor of advertising at Boston University.

William Thornton Campbell, of the Pilgrim Publicity Association, Boston, is now at Southbridge, Mass., where he is editor of Amoptico, a periodical published by the American Optical Co.

Jesse H. Neal, formerly vice-president of the Fowler-Simpson Co., has been appointed manager of the new branch of the Root Newspaper Association at Cleveland.

A. C. Monagle will become general sales and advertising manager of the Franco-American Food Co., Jersey City, N. J., Sept. 1. He will resign as secretary of the American Specialty Manufacturers' Association on that date.

Bennett W. Cooke, formerly advertising representative of the Chicago Daily News, has been appointed assistant advertising manager of Popular Electricity and the World's Advance.

A. C. Seyforth has become assistant advertising manager of the International Harvester Co., Chicago.

Frank Harper, recently resigned from the advertising department of the Minneapolis News to join the ad staff of the Tribune, same city.

George Walker, formerly on the editorial staff of the Minneapolis Journal, has become connected with the Commercial Bulletin of that city.

James P. Fletcher, for the past six years with the W. D. Boyce Publishing Co., will join the Capper Publications Sept. 1. He will make his headquarters in Chicago.

Raymond F. Smythe, advertising manager of the S. M. Barrett Co., department store, Milwaukee, Wis., has resigned to accept the advertising management of the John Stillman Co. stores, Fort Wayne, Ind.

A. P. Coakley, for a number of years one of the strongest men with the Hearst and E. G. Lewis forces, has been appointed business manager of the Indianapolis Sun.

Plans were made at the weekly meeting of the Duluth (Minn.) Ad Club for a Fall Exposition week to be held from Sept. 22 to 27. Out-of-town shoppers will be encouraged to visit the city and trade special bargains have been arranged at each store by the general committee of ad men. There will be amusement features as well, including parades, in which the merchants of the city will exhibit their wares.

The Rochester (N. Y.) Ad Club listened to a paper on "Books on Advertising" by William F. Yust, city librarian, at their luncheon last week. Mr. Yust gave a number of practical suggestions on reading the proper books and showed what the library could do for the ad men. He discussed books on advertising under these heads: Those dealing with the advertiser, with persons the advertiser desires to reach, with the theory and principle of advertising, with specific methods, and those on advertising in general.

Rollin C. Ayres was chosen president of the Advertising Association at the annual meeting of the directors last week. Mr. Ayres succeeds William Woodhead, recently elected president of the Associated Advertising Clubs of America. The remaining members of the executive board were elected as follows: William Rieger, vice-president; R. C. Jewell, second vice-president; Dawson Mayer, third vice-president; R. M. Doppler, fourth vice-president, and F. S. Nelson, secretary and treasurer. Mr. Woodhead resigned as a director.

More than 200 members and friends of the Pilgrim Publicity Association, Boston, went to Bass Point last week, where the fourth annual field day of the organization was enjoyed.

Upon reaching the hotel the picnickers at once took up a series of sports which covered several hours and afforded fun for spectators and contestants alike. In the gum dropping contest J. K. Allen proved an easy winner. In the nose-and-ear contest George W. Coleman and G. D. W. Marcey took the trophy. Mr. Coleman and his lady partner took the first prize in the handkerchief-dropping contest, and the winners in the pushing contest were Earl L. Ovington and Irving J. French.

The Pittsburgh Publicity Association will launch a big membership campaign within the next few days and many Pittsburgh business are to be given an opportunity to affiliate themselves with the association, which is doing much for the advancement and upbuilding of publicity. About sixty members will participate, and these are arranged and organized into crews, each crew being designated by the name of a battleship, commanded by a commodore and captain, the entire fleet commanded by an admiral and rear admiral.

"Boosters in Unity for the Land of Opportunity" is the slogan officially adopted by the Los Angeles (Cal.) Advertising Club at its luncheon held last week. The slogan is the work of G. Herb Palin, a member of the club. A resolution was passed instructing the executive committee to secure a proper banner with the words of the slogan inscribed thereon. It will be used at all State occasions.

Gould Stars in Herald Cup Golf.

Frank M. Gould, of the New York Golf Club, stood out as the star in the first three days' plays of the New York Herald cup tournament and the New York city gold championship at Van Courtland Park. He won the medal in the testing circuit with a score of 75, and in the second round play he found it necessary to go seven extra holes before eliminating Walter F. Purcell. In the third round on Thursday afternoon, however, he succumbed to William D. Patterson, of the Scotch clan.

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NEW YORK, N. Y.—Coup-Ticket Co., general advertising; capital, \$10,000. Incorporators: John Taylor, Douglas H. Cooke and others.

CHICAGO, Ill.—Cory Cartoon Ad Service Association; advertising; capital, \$25,000. Incorporators: William Barrett Fitzgerald, Melame Malzen, Jay F. O'Donnell, Harvey Stricker.

NEW YORK, N. Y.—Compact Directory Co., Manhattan; advertising and publishing; capital \$700,000. Incorporators: Ernest G. Berger, L. M. Qualey and George R. Baggs.

CHICAGO, Ill.—The Tattler Publishing Co.; capital stock, \$2,500; general advertising business. Herbert C. Duce, William H. Williamson and C. M. Williamson, incorporators.

NEW YORK, N. Y.—National Newspaper Men's Publishing Corporation of Manhattan; advertising, printing and publishing; \$50,000. Philip G. Rowe, Hillary Corwin, Robert W. Seaton, incorporators.

AD FIELD NOTES.

The "All Colorado Committee" of that State is raising a fund which, it is estimated, will amount in the aggregate to an even million dollars to advertise

the advantages of Colorado to the people of the Middle West and the East. Space in the leading papers of New York, Boston, Philadelphia, Pittsburgh, Chicago, St. Louis, Baltimore, Atlanta, New Orleans and other large cities will be bought.

A concrete illustration of the sales influence of newspaper advertising has just been demonstrated by the A. Elliott Ranney Co. in a very comprehensive campaign on Hudson motor cars. Since the advertisement first appeared, about two weeks ago, the company has actually sold on an average of three automobiles every day.

One result of the national convention of 5, 10, and 25-cent merchants, recently held in Indianapolis, was the decision of the bargain store merchants to enter the newspaper advertising field. Competition has become so strong, even among these stores, that they have found they must begin to advertise, and the leaders in the association are urging this form of publicity for the members of the association.

LITTLE TALKS
BY THE WANT AD MAN

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Quick Change Model 9

Four Magazine Linotype

Quick Change Model 9
Four Magazine Linotype

was

V. H. HANSON, Publisher of the

Birmingham (Ala.) News

The first newspaper in the South to enter a repeat order for a Model 9 is the

BIRMINGHAM (ALA.) NEWS

WISE MR. HANSON—He Knows That

The Multiple Linotype Way Is the Modern Way

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